

ranae fithian.

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DIGITAL PRODUCT DESIGNER

I am an ambitious and results-driven professional with a passion for transforming digital products through researched and tested design solutions. With a diverse background spanning various industries, I have had the privilege of crafting innovative solutions for a broad spectrum of users and honing my skills in user-centric design and client engagement. I relish the chance to partner with even more clients and end users to build thoughtful, lasting solutions.

EDUCATION

2012 - 2016

University of North Texas

Bachelor in Communication Studies

2021

Springboard

UX/UI Design Certification

SKILLS

- User/UX Research
- Wireframing & Prototyping
- UX Writing
- Applied Design
- Cross-Functional Collaboration
- Solution Selling
- Client Engagement & Communication

CAREER SUMMARY

Associate Product Designer

Dialexa, an IBM Company | Oct 2022 - Present

Collaborating with client stakeholders to conduct user research, prioritize UX work, and rapidly ideate on user-centric solutions. Supporting sales teams on new revenue generation efforts.

Associate UX Consultant

Improving Enterprises | Jan - Oct 2022

Partnered with clients to assess and improve the UX of digital products. Employed Agile and Design Thinking frameworks to strategically prioritize work based on added value to the clients and their end users.

Satisfaction Associate

Custom Ink | Jun 2016 - Feb 2021

Coordinated with key players to create order-and customer-specific solutions. Reviewing and overseeing orders, acting as a liaison for customers and internal teams. Recognized as a member of the \$10 Million Club for successfully processing a high volume of high-value orders.

UX/UI DESIGN WORK

Intermodal Freight Co | Jul - Aug 2023

- Designed a working proof of concept and sales pitch presentation to successfully secure client engagement.
- Brought on to provide direction for the Trucker Experience initiative - identifying and prioritizing UX work, leveraging existing and future technologies.
- Key Deliverables: Current & Future State Service Blueprint, Feature Prioritization, Archetypes, Product Roadmap

Medical Software Co | Dec 2022 - Jan 2023

- Conducted a robust discovery phase to help client strategically prioritize UX work surrounding their acquisition of another software company.
- Owned all competitor research activities and deliverables and assisted with user recruitment and interview efforts.
- Key Deliverables: Competitor Benchmark, Profiles, & Heuristic Evaluations

Logistics & Real Estate Co | Nov 2022

- Partnered with other UX Consultants to design a proof of concept that would address user pain points and expand upon existing features of their Tour App.
- Key Deliverables: Stakeholder Interviews, Prototype Demo Video, Journey Map

Community Events App | Feb - Oct 2022

- Owning all aspects of UX, working closely with the Product Owner and Developers to refine existing flows and flesh out new ones.
- Crafted targeted marketing materials to revamp brand image and secure additional funding from stakeholders.
- Key Deliverables: Wireframes, High-Fidelity Mock-Ups, Investment Proposal, User Flows

Holistic Living | Sep 2021

- Built out the *Challenges* user flow, an expansion of an existing feature, aimed at increasing user engagement via habit formation strategies.
- Key Deliverables: Competitive Analysis, High-Fidelity Mock-Ups, Research & Mock-Up Readout

Shindig | Jul - Aug 2021

- Designed an event-based social network mobile app that incentivizes users to attend local events by rewarding their participation.
- Strategically implementing and testing the effectiveness of gamified flows to encourage and reward user participation and community involvement.
- Key Deliverables: Wireframes, User Flows, Prototype, Project Plan

CityPups | Jun 2021

- Validated an MVP, specifically assessing the desirability and usefulness of a matching quiz with a comparison tool, for a desktop site that helps users in urban cities find adoptable dogs.
- Key Deliverables: Storyboard, High-Fidelity Prototype

thrive | Feb - Jun 2021

- Designed a mobile app to make houseplant cultivation accessible through tailored recommendations and a comprehensive search tool, owning all tasks including user interviews, brand identification, and usability testing.
- Key Deliverables: Research Readout, Heuristic Usability Audit, Personas, Competitive Analysis, Brand Vision, Style Guide