

CHERIE GETTEL

UX / UI DESIGNER

Work Experience

UX: Interaction Designer | Gap Inc.

May. 2017 - Current | San Francisco, CA

- I am on the eCommerce: Browse & Find team, where I work in a lean UX fashion to test, design, and implement various navigation elements on all of the Gap brands websites.
- I iteratively design and test the following features: mega menus, breadcrumbs, product filters, customer product review page, auto-suggest search and color swatches.
- I work closely with a third party experimentation consultancy to design and deploy AB tests of my designs to get the quantitative data needed to validate the design and/or feature.
- I run and analyze usertesting.com tests for qualitative data on new features, such as mega nav, filters, and promotion pop-ups. Reports and highlight reels were created to inform the brands.
- I collaborate with the visual designers on my team to streamline our designs and to apply the correct brand aesthetics using our Stitch Design System.

UX Consultant | Freelance

Jul. 2016 - Apr 2017 | San Francisco, CA

- Clients I worked with: Tally Technologies, ChefsFeed
- I evaluated of their current product and came up with efficient UX design solutions.
- I redesigned the product UI that is inline with the company's vision and business goals.
- I conceived marketing campaign ideas and created social media ad assets.

Lead UX Designer | Moneygram International

Jun. 2015 - Jun. 2016 | Burlingame, CA

- I led the Lean UX efforts within Moneygram, implementing new quick and iterative design and development process for projects and product concepts.
- I worked on all aspects of a proof of concept of a mobile app that helps stage cash transactions, including user research, value validation, wireframing, and high fidelity design.
- I worked closely with the pdms to re-design the Alloy POS system and the Moneygram Kiosk UI, based on user research and best UX practices, creating wireframes and prototypes.

Interaction Designer | GoPro

Jun. 2014 - Jun. 2015 | San Mateo, CA

- I primarily worked on the Hero Sessions camera, where I designed the interaction and created a UX spec that was used essentially as the product Bible between PDMs, devs, and QA team.
- I designed and executed various user tests such as: internal Guerrilla-style concept tests, small focus group studies, one-on-one interviews with the core demographic GoPro users, and digital surveys. I presented these findings to various stakeholders to inform the design direction of our current and future products.

Projects

DogMatcher iOS App

Personal side project

I wanted to create a dog adoption app that incorporated a personalization element to the adoption process, as well as give foster parents increased visibility in the digital space. I am designing it solo and am looking for developers that share my vision.

Human Factors Master's Thesis

San Jose State University, 2014

"The Effects of Noise, Lighting, and Airflow on Office Occupant Comfort and Work Performance." A study done on office occupants' perception of environmental comfort and its relationship to work performance.

Education

M.S. of Human Factors and Ergonomics | San Jose State University, 2014

B.S. of Hospitality Business Management | San Jose State University, 2011

Contact

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Skills

User Experience Design

UI & Interaction Design

Wireframing

Visual Design

High-Fidelity Mockups

Prototyping

User Research

AB Testing

Ustesting.com

Lean UX

HTML / CSS

Presentation Design

Tools

Sketch + Craft ● ● ● ● ●

Adobe Illustrator ● ● ● ● ●

Adobe Photoshop ● ● ● ● ○

Ustesting.com ● ● ● ● ○

Invision ● ● ● ● ○

Keynote ● ● ● ● ○

Flinto ● ● ● ○ ○

Omniture ● ● ● ○ ○