

Erin Westfall

User Experience & Graphic Designer

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Education

AUGUST 2011 – DECEMBER 2012

**Parsons the New School for Design,
New York, NY**

Associates in Applied Science, Graphic Design

AUGUST 2005 – MAY 2009

American University, Washington, D.C.

B.A. in International Studies, Minor in Japanese

Supplemental Courses

DECEMBER 2014 – MARCH 2015

Codecademy Labs Offline, New York, NY

HTML, CSS, Javascript, jQuery, AngularJS,
Ruby, Ruby on Rails

JANUARY 2010 – MAY 2011

**Corcoran College of Art + Design
The Graduate School, Washington, D.C.**

Courses in Graphic Design

Volunteer

SUMMER 2014 & 2015

**User Experience Workshop Leader
Girls Who Code**

Taught high school girls fundamental UX concepts.

SUMMER 2014 & 2015

**GenTech Mentor
Network for Teaching Entrepreneurship**

Mentored high school students in a competition to develop a mobile app and business plan.

Experience

JANUARY 2013 – PRESENT

**Senior User Experience Designer
AppNexus, New York, NY**

Designing an intuitive interface for a complex advertising platform. As the UX lead on several projects, I spend my time working with developers and product managers, validating designs through user testing, and prototype in many different forms.

FEBRUARY 2010 – PRESENT

**UX & GD Freelance Work
New York, NY, Washington, D.C. & Remote**

Projects include identities, advertisements, page layouts, brochures, resumes & websites for individuals, small businesses, and large businesses.

AUGUST 2012 – JANUARY 2013

**Information Architecture Intern
DeSantis Breindel, New York, NY**

Explored an IA redesign of a non-profit organization's website. Strategy included a content audit, brainstorming workshop with client and site mapping.

MAY 2012 – AUGUST 2012

**Interaction Design Intern
Flightpath, New York, NY**

Designed elements for websites, mobile applications, dynamic emails, and social media campaigns for a wide range of clients including BMW, Merck, and Cablevision.

DECEMBER 2011 – MAY 2012

**Design Intern
RO-NY, New York, NY**

Designed web, identity, and packaging solutions for clients in the fashion, beauty and luxury brand industry.