

# Leslie Hampton

I am a creative problem solver with over 10 years of experience in UX and product design. My background includes being a true partner with engineering and product to create accessible solutions for all platforms. I am help cultivate a design culture and enjoy mentoring designers to build a unified brand experience through the full product lifecycle.

## Specialities

- UI/UX Design
- UX Research
- ADA compliance
- Accessibility
- Art Direction
- Usability Testing
- Visual Design
- Wireframing
- Photography
- Mentoring
- QA
- Prototyping

## Software + Skills

- Figma
- Sketch
- Photoshop
- Lightroom
- Google Suite
- Illustrator
- Jira
- Usertesting.com
- HTML/CSS Editing
- Github

## Designed for Platforms

- React
- Salesforce
- Angular
- Magento
- iOS
- Android
- 100% custom
- Shopify

## Education

Certificate, Intro to Web Accessibility

edX / W3Cx

MA in Interactive Media

University of the Arts London

- Double Diamond process, interaction design, UX, and usability testing

BFA in Visual Communication

Regent's University London

- Concentration in Graphic Design

## Pixelberry Studios / UX/UI Designer (April 2021 - Present)

- Partnered with engineering and product to lead the creation of a multitenancy content management platform. I designed the admin and player facing modules to be used across different apps, sites, and game stores into one platform
- Decreased producer stress with modern CMS tools and increased internal publishing speed from an hour to minutes
- Established user testing as a practice, led all unmoderated user testing, and launched 100s of tests
- Managed the studio user testing budget for the whole studio and worked with Nexon Korea to choose a platform
- Redesigned Choices: Stories You Play using user testing data and competitive analysis research
- Worked with outside agency and managed an external designer to build an asset management tool for Choices
- Led an outside agency to improve and clean up the design system for consistency and dev accuracy for StoryLoom

## Mixbook / Lead UI/UX Designer (June 2019 - September 2020)

- Compiled user research through in-person and digital user testing for SaaS custom photo good company
- Worked closely with developers to replatform to a responsive site and launch Martha Stewart for Mixbook
- Unified the design system and created design consistency across site marketing, email, and product design
- Increased conversion by improving the flow of customer projects and creating an invite system for collaboration
- Optimized the shipping experience to save \$800k a year on shipping costs and made a cleaner flow for customers

## Firewood Agency / Senior UX Designer (April 2017 - October 2018)

- UX, product design, art direction, photography, email, and landing pages for Google, YouTube, LinkedIn, and Mercari.
- Designed internal business tools for Google to increase efficiency, reduce stress, and improve workflow. This entailed user interviews, research, testing, wireframes, and completed designs transformed from complex spreadsheets.
  - Worked within the Google Material design system and created presentations to educate the agency on accessibility.

## Charlotte Russe / Lead UX Designer (December 2014 - October 2016)

- Worked closely with the creative team to lead the transition to mobile-first design for site and email. This included wireframes, templates, concepts, basic prototypes, best practices documentation, and overall shaping the digital brand
- Improved conversion by using testing data to redesign key pages and decreased checkout abandonment to as low as 9%
- Worked with leadership, an outside creative agency, dev agency, and internal business partners to design, test, and replatform charlotterusse.com The site was fully responsive and on the Salesforce Commerce Cloud platform
- Assisted in overseeing ADA (WCAG 2.0 AA) remediation and designed documentation to further compliance

## Old Navy / Associate Web Designer (October 2011 - December 2014)

- Combined research and marketing data on creative to improve performance and recreate successes
- Collaborated with in-house photo and marketing teams to create monthly concepts to completed stories

## Designer + Photographer / Freelance (February 2010 - Present)

Featured clients: Charlotte Russe, Coyuchi, Mariah Vineyards, Easy Swim Club, and Asian Man Records. Responsibilities include UX, visual design, photography, print design, art direction, and branding.