

Yvonne Doll

Product. UX. Design.
yonedoll.carbonmade.com



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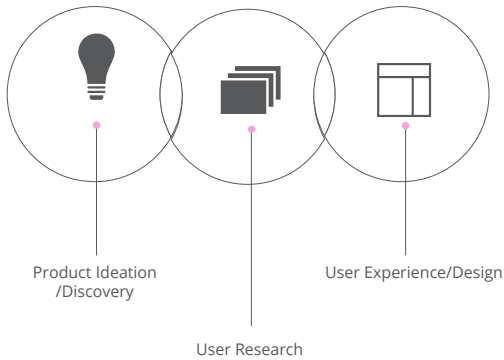
PERSONAL STATEMENT

I'm a dynamic Product Design leader with over 18 years experience in Product Development, Design, User Experience & User Research. I thrive on creating creating products with thoughtful user experiences born from data-driven design processes that utilize qualitative & quantitative research, analytics, and best practices.

I have headed up both Product & UX/Design Teams. I have extensive experience in Agile software development and how Design/ User Experience teams can best work within it.

I'm a hands-on leader with strong skills in: HTML, CSS, Google analytics, Adobe Suite, Sketch, Invision, Hotjar/ Optimizely.

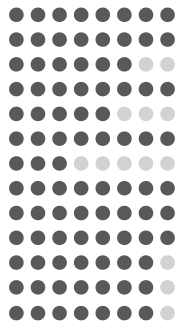
MY SPECIALITIES



SKILLS

01 Computer

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Sketch
- Google Analytics
- HTML & CSS
- Java-script & Jquery
- User Experience Research
- User Experience Design
- People Management
- Data Driven Design
- HCI
- Agile Planning Tools



02 Knowledge

- Grid & Layout.
- Typography.
- Color theory.
- Product Management
- Web usability.
- Interface Design.
- Google Analytics for UX.
- Agile Product Development.
- Qualitative Research.
- Quantitative Research.
- User Journey Mapping.
- Iteration Planning.
- Product Roadmapping.

HOBBIES & INTERESTS

When I'm not pushing pixels around, I'm the lead singer/guitar player of the indie-rock band, The Locals. I'm also an an abstract oil painter and a long time member of the Fulton Street Artist's Collective. I'm an avid runner, enjoy Crossfit, Yoga and a good bourbon cocktail. Yes, "Doll" is my real name, and my mother's name is Barbie (true story).

My band: localsrock.com
My art: yvonedoll.com

EXPERIENCE

- 17 years
- Director of User Experience/Product Design B2C
Stack Sports
Oct 2016 - Present
- User Experience/Product Consultant
Self Employed.
Oct 2015 -Oct 2016
- Director of User Experience
GiveForward
April 2014- Oct 2015
- Director of Product Development/ Creative Director
FanFueled
June 2012- Dec 2013
- Director of Product Development/ Creative Director
Metromix/ Gannet New Products Division
Nov 2007- June 2012

EDUCATION

SAIC

The School of the Art
Institute of Chicago
BFA
1992

ACHIEVEMENTS

- Growth Mission
Headed up a growth team project for CaptainU
Increased revenue \$575k in 6months
- Spearheaded New Agile & UX Processes
Metromix, Gannett, FanFueled, Blue Star Sports

