charlottesesperling

CONTACT

email

charlottemsperling@gmail.com

website

charlottesperling.github.io

EXPERIENCE

Hope Again

Web Designer April 2015 – June 2015

Yahoo!

User Experience Design Intern June 2014 – August 2014

Yahoo!

User Experience Design Intern July 2013 – August 2013

MK303

User Experience Designer August 2012 – May 2013

OVERVIEW

software & skills

Adobe Suite, Sketch Visual Design Interaction Design HTML, CSS

telephone

(949) 579-0508

address

467 Costa Mesa Street, Costa Mesa, California 92627

- Designed and developed a new site to establish a modern web presence. The intuitive layout allows users to access content with fewer clicks
- Drove the visual design, co-developed effective user flows, and participated in usability testing and interviews to establish clear product goals for a new mobile application
- Integrated a new product feature that would allow millions of daily users the ability to efficiently customize their emails
- Helped incorporate the Paperless Post widget into Yahoo! Mail's compose experience
- Updated icons for Yahoo! Mail, Calendar, and Contacts; replaced broken metaphors with more appropriate symbols
- Conceptualized and designed content solutions for empty state pages within the Yahoo! Mail product. Promoted user engagement by exposing users to other Yahoo! products
- Collaborated with a partner to develop a playful onboarding flow that highlights the redesigned Mail product's key features
- Designed posters to motivate talented applicants to apply for Yahoo!
 Mail's open technical positions
- Produced all print media used to market the budding company: business cards, informational brochures, and promotional fliers
- Designed MK303's website; collaborated with an engineering team to successfully implement the design into the build

education

Chapman University, B.F.A. in Graphic Design

- Psychology minor
- GPA: 3.57
- Graduation: May 2015