

HOPE FLETCHER

Product Designer

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https://www.linkedin.com/in/hope-fletcher-/ 📍 Henrico

EXPERIENCE

Product Designer

SideQuest

01/2024 - 02/2024 📍 Remote

- Conducted research and analysis to roadmap, helping me delve deeper into the topic and uncover potential avenues for investigation.
- Designed an interactive planner app with RPG elements.
Task, Habit & Goal Tracking + Reminder Notifications Led research and analysis to create a comprehensive project roadmap, identifying key areas for product innovation and development.
- Designed an interactive planner app incorporating RPG elements, enhancing user engagement through task, habit, and goal tracking.
- Conceptualized unique app features that blend productivity tools with gaming mechanics, driving user motivation and retention.
- Performed in-depth analysis to uncover potential avenues for investigation, ensuring the planner app met diverse user needs.

UX/UI Designer

JenniferWalkerZen

12/2023 - 01/2024 📍 Remote

- Designed a responsive website for a renowned tarot reader with a large YouTube following. Completed the full design process, including user research, wireframing, content creation, branding, prototyping, usability testing, and iterative improvements.
- Collaborated with clients to gather requirements, enhancing user experience and driving 20% increase in user engagement.
- Conducted comprehensive user research and usability testing, identifying pain points and optimizing the design for improved user satisfaction.
- Streamlined the design process, reducing project completion time by 15% while maintaining high-quality standards.
- Executed comprehensive usability testing, identifying and resolving pain points, resulting in a 15% faster project completion with maintained quality.

Marketing Representative

The Flats

10/2022 - 03/2023 📍 3930 Wild Goose Ln, Glen Allen, VA 23060

- Streamlined marketing materials and campaigns for consistency, ensuring clear and effective communication with all stakeholders
- Created and edited marketing content that directly addressed customer needs, updating social media posts to engage with the community
- Developed and managed community events, taking ownership of all event-related tasks, from signage to social media marketing
- Coordinated with team members to plan and execute team events, fostering a collaborative and inclusive environment
- Managed website design, content SEO, and analytics tracking, innovating to keep content relevant and engaging

Drayage Account Representative


TQL

02/2022 - 08/2022 📍 300 Arboretum Pl Suite 600, Richmond, VA 23236

- Monitored driver logs, kept accurate records, and communicated issues promptly to resolve them, maintaining transparency
- Enhanced customer satisfaction by 30% by resolving {15} operational bottlenecks across teams
- Managed daily dispatch tasks and emergency matters, demonstrating responsibility and commitment to success

FIND ME ONLINE

 **LinkedIn**
https://www.linkedin.com/in/hope-fletcher-/

 **Portfolio**
https://www.hopefletcherdesign.com/

 **JWZ**
https://jenniferwalkerzen.wixstudio.io/my-site-7

 **SideQuest**
https://www.hopefletcherdesign.com/sidequestcasestudy

SUMMARY

Self-driven UX/UI designer with over 10 years of experience. I bring real-world knowledge, creativity, problem-solving skills, and a user-focused approach to every project. My journey began at 15, designing my family's business logo, which ignited my passion for digital design. Growing up in a family of entrepreneurs, I learned to turn concepts into profitable ventures with skill and resilience. Recently, I've focused on UX contracting for nonprofits and startups, committed to facilitating success through website design, graphics, and photography.

EDUCATION/CERTIFICATES

Certificate in UX/UI Design

UX Academy

DesignLab: Foundations User Experience Foundations

User Experience Foundations

SKILLS

User Research	Personas	Prototyping
Problem-solving	Task flow	User Flow
Critical Thinking	Information Architecture	
Wireframing	Interaction Design	
Design Thinking	Usability Testing	
Typography	Graphic Design	
Photography	AI/LLM	

TOOLS

Figma	Photoshop	Procreate	
Lightroom	Illustrator	Nomad	
Final Cut Pro	Premiere Pro	Canva	
Wordpress	Wix	MailChimp	Chatgpt
Midjourney			

PASSIONS

 **Photography, Graphic Design, Website Design, Entrepreneurship**