



HOLLY SHISLER

User Experience Designer

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EXPERIENCE

Freelance User Experience Designer

11/15–Present

Openhouse | openhouse-sf.org | 02/17–03/17

- Created fundraising event and sponsorship page for Wordpress website

Regroup | regroup.com | 09/16–01/17

- Iterated on hand-drawn and digital Sketch wireframes for a mass notification B2B website to improve usability
- Conducted design studio exercise with diverse team to better understand their perspectives on the challenge
- Prototyped the products primary use case in InVision for feedback and further iteration (launched 03/17)

Stealth-mode Startup | 07/16–08/16

- Conducted competitive and comparative research for a responsive website to create and share visual content
- Produced drawn sketches, wireframes in Sketch, and a clickable prototype in InVision for feedback and iteration

Stealth-mode Startup | 05/16–07/16

- Created and iterated on drawn sketches and Sketch wireframes for LGBT dating/relationship building mobile app
- Lead feature prioritization activity and focused the founders' feedback toward a minimum viable product (MVP)

Shift Medical | angel.co/shift-medical | 01/16–04/16

- Sketched and prototyped wireframes for next phase of a B2B responsive website to fulfill nurse staffing needs
- Collaborated on survey to better understand the user's needs and address assumptions

DeHart Bodywork | dehartbodywork.com | 12/15–03/16

- Surveyed customers to prioritize and organize content with clear navigation for a local massage business website
- Created an easy, efficient, and repeatable content management process for frequently updated website content

MaestroConference | maestroconference.com | 11/15–11/15

- Conducted interviews and website usability tests with a design team, focusing on interactive webinar presenters
- Delivered usability report with detailed user feedback for remote team to better understand usability issues

Instructional Associate, UX Design Immersive, General Assembly | generalassemb.ly

10/16–12/16

- Collaborated with lead instructor on administrative tasks and classroom experience in a 10-week course
- Taught weekly lecture of UX best practices and four workshops on advancing the student's skills in Sketch

EDUCATION

User Experience Design Immersive

General Assembly

08/15–11/15

B. A. Psychology & Women's Studies

University of California Santa Cruz

09/01–06/05

PAST WORK

Program Administrator

S. D. Bechtel, Jr. Foundation

08/13–08/15

Marketing Assistant & Move-in Coordinator

The Carlisle

03/08–08/13

INTERESTS

Collab Studios – 1st Place

Startup Weekend: AR/VR/AI

01/17

Wicked Wallz

Microsoft HoloLens Hackathon

06/16