



Charles A. Walsh

UX/UI Designer

I make simple, intuitive software experiences. Before design, I was an editorial copywriter, which helped me develop user empathy & interview skills. In just 3 years, I've worked directly with tech giants like Keith Teare, Cofounder of TechCrunch & Europe's first internet service.

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Portfolio Charles-UXDesign.com

Design Experience

UX Designer

ContextGrid NYC, 8/16-6/17.

- Designed an Augmented Reality infrastructure Web App.
- Created the site flow, competitive analysis, user flows, & all wireframes.
- Created a location-based notification experience for Propelify Festival via Topi App and ContextGrid APIs.

UX/UI Designer

Multibrain Remote, 2/16-8/16.

- Lead UX Design & Research for 3rd Party Social Media Publisher Web App.
- Created wireframes & user flows for new features, including our Posting Flow & Social CRM feature.
- Owned User Research: interviews, testing, recruiting, data synthesis.

Cofounder

TravAlarm NYC, 6/15-7/16.

- Prototyped our Journey Planner App's UI designs via InVision & POPapp.
- Created & performed Usability Tests to improve our Traffic delay color scheme.
- Created & performed 'in the wild' Discovery Interviews to find how NYers use & add phone calendar events.

Tools

| | |
|-----------------|------------------------|
| Sketch | <div><div></div></div> |
| Balsamiq | <div><div></div></div> |
| InVision | <div><div></div></div> |
| UserTesting.c.. | <div><div></div></div> |
| Intercom | <div><div></div></div> |
| Agile/SCRUM | <div><div></div></div> |
| Adobe Suite | <div><div></div></div> |
| HTML5 | <div><div></div></div> |
| CSS3 | <div><div></div></div> |
| JIRA | <div><div></div></div> |

UX Skills

Design

Wireframes 2 Years.

Hi/Lo-fi Mocks for IOS & SaaS Web Apps.

Rapid Prototyping 2 Years.

Prototype with InVision, Marvel, & Balsamiq.

User Flows/Flowcharts 2 Years.

Designed flows for full apps & features.

UI Style Guides 1 Year.

Including Typeface, CSS, & Headline rules.



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Tech Experience

Content Writer

R2L Inc NYC, 10/14-4/15.

- Designed a strategy using user-generated content & peer review articles about Cellphone Radiation.
- Used Hootsuite analytics to understand our Twitter followers & provide content based on engagement.
- Responded to Tweets with WP articles.

Copywriter

Yep! App NYC, 12/13-6/14.

- Wrote & proofed all copy for the Friendmaking iOS App, Landing Page, & Appstore Description.
- Rebranded Yep! as an app for Spontaneous Hangouts to attract users.
- Proposed a UX tweak to gamify Yep! & bring in B2B revenue.

Copywriter

Inked Magazine NYC, 8/13-6/14.

- Researched & conducted interviews with tattoo artists (ex: Mimp, Seassick Mama, Max Pnieski).
- Wrote B2C web ad copy for the Inked Shop, featured articles, & web content.
- Ran the magazine's travel section & managed the Inked Mag blog.

Education

SUNY Buffalo

English Degree Linguistics Minor, 2013.

UX Skills

Research

Usability Testing 3 Years.

Guerilla, online, recruiting, & test creation.

User Interviews 4 Years.

Phone, online, surveys, & 'in the wild' exp.

Affinity Mapping/Data Clustering 2 Years.

Lead data synthesis. Prefer sticky notes.

User Personas 3 Years.

Attributes, goals, values, quotes formatting.

More Qualifications

My UX Influences

Designing With The Mind In Mind

Jeff Johnson.

Lean UX Jeff Gothelf.

Don't Make Me Think Steve Krugg.

SPRINT: Solve Big Problems & Test New Ideas in Just 5 Days Jake Knapp.

UX Courses

UX Design Fundamentals

Joe Natolie.

Foundations of Usability Testing

Chris Nodder.

Lynda UX Courses: 18 Completed Total

Multiple Instructors.