

Deana Rutherford

UX Design • Photography • Communications

✉ deanarutherford.com

✉ deana.rutherford@gmail.com

in [linkedin.com/in/deanarutherford](https://www.linkedin.com/in/deanarutherford)

Skills

User research
UX design
Copywriting
Digital photography
Photo editing

Tools

Illustrator
Axure
InVision
UXPin
Sketch
InDesign
Photoshop
Lightroom
Premiere

Education

Graduated cum laude from Knox College with a degree in sociology and journalism.

Graduate of DESIGNATION.

DESIGNATION

UX Virtual Facilitator, May 2017 - Present

- Facilitates classes, assesses student work, and provides feedback and guidance for UX-track students at a high-intensity web design boot camp

The Veterinary Cooperative

Freelance Designer and Design Consultant, March 2017 - Present

- Creates assets for web and print on tight deadlines
- Works with multiple roles to provide UX guidance and wireframes as we overhaul the structure and branding of the organization's website

Dev Boot Camp

Staff Photographer, January 2017 - Present

- Lights, shoots, and edits high-quality professional headshots of each new student cohort for use on their LinkedIn profiles

AdviseStream (a Kaplan company)

UX/UI Designer, November 2015 - December 2016

- Led the research and design of a new, complex student retention and success tracking feature, implemented across multiple clients and roles
- Worked closely with the development team to provide guidance as they implemented my designs

Civis Analytics

UX/Product Design Intern, Summer 2015

- Led Google design sprint to create and iterate on a new user onboarding process for Civis' data science platform
- Conducted user tests and interviews and created copy, journey maps, wireframes, and a high-fidelity clickable walkthrough of an interactive tutorial in a rapid-prototyping environment
- Distilled user feedback into a concise journey map for use by the organization as a whole and presented results to the staff

DESIGNATION

UX/UI Design Apprentice, 2014 - 2015

- Designed and executed user interviews, usability tests, and surveys, wrote copy and user personas, built wireframes and clickable prototypes, and created and tested UI and branding for three large-scale client projects completed concurrently in 30 days

SEIU Healthcare Illinois/Indiana

Communications Specialist, 2010-2014

- Led communications strategy and media outreach for political, organizing, and contract campaigns, training spokespeople, creating workshops, planning public actions, shooting and editing video, writing white papers and press advisories, pitching reporters, designing visuals, doing event photography, and writing and placing opinion pieces
- Built and maintained organization's Wordpress site and social media presence

The Knox Student

Editor-in-Chief, 2008-09