# Emma Riddering

[Portfolio](https://emriddering.wixsite.com/emridderingportfolio) | [emriddering@gmail.com](mailto:emriddering@gmail.com)

## Education

**Bachelor of Arts, Experience Architecture (User Experience Design / HCI)**

Michigan State University, East Lansing, MI

* Minor in Graphic Design
* Graduated with 3.98/4.0 GPA
* Outstanding Senior Scholarship winner

## Experience

**UX Designer** November 2023 - Present

OSF HealthCare, Peoria, IL

* Created a scalable design system with new components by developing brand-aligned UI themes and sub-brand style goals, ensuring consistency across digital products and increasing design efficiency for teams
* Prototyped interactive animations with Figma and AI design tools, clearly communicating motion design intent to developers and accelerating handoff, resulting in smoother implementation of interactive features
* Solved complex challenges by conducting interviews, usability tests, A/B testing, and surveys, uncovering insights that improved patient usability and presenting findings to C-suite executives for strategic alignment

**User Experience Designer** October 2022 - October 2023

College of Arts and Letters, Michigan State University, East Lansing, MI

* Redesigned college website by conducting usability testing focused on user needs, performing content inventories and rearranging site navigation through card sort tests to increase website consistency
* Strategized to determine redesign priority by weighing stakeholders' feedback to ensure support for changes

**Junior UX Researcher** March 2022 - June 2023

The Team W, Edgar, WI

* Noted themes and trends in hour-long interviews to better understand university students’ preferences in course modality offerings then synthesized data into a findings document for the client
* Developed an 8-month curriculum for design research and behavioral design courses by brainstorming topics and adding relevant external materials completing the latter half of the courses before publishing modules
* Researched 5-year changes in interface design to create a reference book for company leaders

**User Experience Researcher (one-month contract)**

City of East Lansing, East Lansing, MI May 2023 - June 2023

* Conducted ethnographic research of pedestrian navigation patterns through downtown space for a total of 12 hours to direct foot traffic away from the seating area and optimize flow of space
* Revealed safety and cleanliness issues with downtown space by leading a focus group of 7 residents
* Synthesized research findings into actionable recommendations, delivering compelling, high-quality deliverables for team and executives within the city

**Product Designer** September 2021 - May 2022

IOS Design Lab at Michigan State University, East Lansing, MI

* Worked in collaboration with cross-functional teams of various backgrounds to create a strategy around researching, planning, designing, developing and coding IOS applications surrounding mental health and stress
* Focused on innovation, entrepreneurship principles and project management techniques by using design thinking methodologies in order to solve real-world problems through mobile technology

**UX Research Intern** June 2021 - August 2021

Best Buy, Richfield, MN

* Analyzed previous research data and usage data of a retail queuing tool to develop a research plan and survey
* Led and executed end-to-end UX research projects, incorporating qualitative and quantitative data analysis, to provide deep user insights and inform product and company-level strategy
* Performed qualitative and quantitative analysis that gathered common experiences in a slide deck and presented recommendations for future improvements to 10 stakeholders and 30 UX organization researchers
* Collaborated with a team of researchers in creating and synthesizing results of 35 unmoderated user research interview studies around employee biographies by noting themes participants mentioned in a rainbow chart

**Digital Experience Accessibility Student Team Lead** November 2020 - July 2022

MSU IT Services Teaching and Learning Technology, East Lansing, MI

* Analyzed college data to present to dean then drafted and piloted a new plan to transform team’s remediation initiative to a consultation initiative resulting in courses being made accessible 7-8 times faster
* Recruited, trained and mentored 14 motivated new interns by organizing program’s weekly team meetings, 1 on 1 check-ins and providing support that helps interns problem-solve and manage projects effectively
* Created 25 documents, videos and infographic tutorials for staff and faculty on best practices for accessible transcripts and captioning using third-party captioning services or live auto-captioning for Zoom and Teams

**UX/UI Design Intern** May 2020 - August 2020

UniFlow, Ann Arbor, MI

* Designed wireframes, mockups and offered critiques for a student engagement software and a COVID-19 club fair software platform including the projects about color scheme, button placement and onboarding tool-tips
* Provided a competitive analysis and user interface design suggestions by analyzing stakeholders from a human lens and recommended ways to increase retention for new users by sketching onboarding flow options
* Conducted user research interviews of 6 club leaders to gain insight into their habits and concerns, evaluate usefulness of current features and compile a list of 7 external resources that could be useful for leaders

**Marketing Intern** May 2020 - August 2020

Battle Creek Equipment, Fremont, IN

* Assessed existing website and Information For Use booklets for confusing wording and insufficient photos
* Researched common social media posting practices and social media ad--vertising for businesses, put together a strategy for posting and presented findings and suggestions to the president of the company
* Provided solutions for shortcomings in Amazon listings, proposed Amazon photo ideas and a visual advertising strategy by investigating Facebook and Amazon customer demographics by each line to increase sales

## Leadership

**President,** Reach Outside, MSU, East Lansing, MI May 2019 - May 2022

* Service club dedicated to fundraising for, organizing and putting on events that encourage kids from low-income families in East Lansing to try outdoor sports like skiing, rock climbing, hiking, and canoeing
* Presided over and set agendas for all regular and executive board meetings
* Act as a primary contact point for coordinating with the target group of Lansing Area students, their parents, and administrative staff associated with the student group

**Founder & President,** Accessibility Professionals at MSU, MSU, East Lansing, MI October 2021 - May 2023

* Registered professional student organization with goals to foster students' interest in the field of accessibility by encouraging professional connections and learning more about the industry
* Coordinated with well-respected guest speakers in the field to share their experience at club meetings

**Skills**

* **Programming** - Java, JavaScript, Python, HTML, CSS, MSPower Automate
* **Design** - Figma, AutoDesk AutoCAD, Revit, Miro, Adobe Creative Suite like AdobeI Illustrator, Adobe Photoshop, Adobe Indesign, Adobe Premiere, Adobe Lightroom, Keynote, prototyping, wireframing, journey mapping, visual design, product design, product management
* **Accessibility** - Assistive technology familiarity, WCAG 2.1 standards, following accessibility guidelines
* **Research** - User Zoom, D-Scout, Optimal Workshop, rainbow charts, affinity mapping, synthesizing data, competitive analysis research, heuristic evaluations, quantitative research, conducting surveys, unmoderated interviews, various research methodologies, planning design studies, research planning, ethnographies
* Other - WordPress, Wix, website engineering, visual storytelling, augmented reality, managing social media accounts
* Enthusiasm, communication of visuals, time management, strategic thinking, problem-solving, good work ethic, highly-motivated, planning design studies, research planning, presentation skills, issue resolution