



Haley Troyer

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Experience

Rapid Development Group

GRAND RAPIDS, MI

LEAD UX DESIGNER & FRONT END DEVELOPER

April 2015 – Present

As the lead UX designer, my role in communication with clients has increased. I am present in meetings with clients where I help propose strategic solutions to design problems. I grew the design department from the ground up and led the team by training new employees and leading design critiques.

FRONT END DESIGNER & DEVELOPER

May 2014 – April 2015

I worked as the sole designer on a team of developers. I worked on creating original designs for websites and applications for local and national clients as well as assist with front end development. Responsibilities included: UX/UI design, wireframing, front-end development, and client communications.

The Rogue Collective

ROCKFORD, MI

UX DESIGNER & FRONT END DEVELOPER

November 2018 – May 2020

I worked as the sole UX/UI designer on a team of two freelance digital consultants. I was responsible for meeting with clients and delivering and executing digital design solutions for local small businesses. Responsibilities included: client communications, site mapping, wireframing, prototyping, front-end design, front-end development, logo design, and branding.

Design Project Center

BIG RAPIDS, MI

DESIGNER/DEVELOPER

August 2013 – May 2014

I worked as a designer/developer on a three-person team to design and develop a functional prototype (phase 1) of the West Michigan Graphic Design Archives website. Responsibilities included: user research, site mapping, technical strategy, wireframing, prototyping, client communications, front-end design, and front-and back-end development in Wordpress.

Education

Ferris State University

BIG RAPIDS, MI

BACHELOR OF SCIENCE

2010 – 2014

Graphic design

Minor in e-commerce marketing

Skills

Expertise

OUT OF THIS WORLD

User experience design
Project discovery
User research
Site mapping
Wireframing
User flows/stories
Journey mapping
Prototyping
Interface design
Interaction design
Responsive design
Usability testing
Typography
Sketching
Writing
Branding
Layout
Style guides

Front-end development
Web accessibility
HTML5
SASS/CSS3
jQuery
Drupal 7/8/9
Git
Figma
Sketch
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
InVision
Browser/device testing
Component design
Competitive audits
Microsoft Office
VSCode

Proficiencies

GOOD ENOUGH TO BE DANGEROUS

User interviews
Illustration
Packaging design
Digital publishing
Photography
Social media
SEO/SEM
Storyboarding
ChakraUI
Logo design

React.js
GraphQL
JavaScript
PHP
NPM
MySQL
Adobe After Effects
Wordpress
Next.js