

LACEY WRIGHT

USER EXPERIENCE DESIGN



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Hello, my name is Lacey, and I've been in love with everything that design can do for over 10 years. I have designed in product, marketing, and editorial departments, with experience in both e-commerce and SaaS. I am passionate about how diversity and accessibility impact the design space.

EDUCATION

B.A. PHOTOGRAPHY

Grand Valley State University
2007 - 2011

GENERAL EDUCATION

Indiana Wesleyan University
2006 - 2007

SKILLS

- UX DESIGN
- VISUAL DESIGN
- WEB DESIGN
- ACCESSIBILITY
- RESPONSIVE DESIGN
- DESIGN SYSTEMS
- CAMPAIGN & BRANDING
- UX RESEARCH

WORK EXPERIENCE

USER EXPERIENCE DESIGNER, PRODUCT

Hireology | Chicago, IL | 2019-2020

- Partnered closely with product managers and engineers to solve user problems in the applications portion of Hireology's software using research and iteration.
- Revised UX and UI of internal tools used to build out simple, themed career sites for clients.
- Designed customizable, responsive, mobile-first web sites for high-touch clients.
- Worked closely with a small team to develop Hireology's design system.
- Spearheaded Hireology's first employee resource group for LGBTQ+ employees and their allies. Participated as an active member of Hireology's Diversity, Equity, and Inclusion Council.

VISUAL DESIGNER, MARKETING

Hireology | Chicago, IL | 2018-2019

- Working as the sole designer on the marketing team, collaborated with the content strategist and digital marketing manager to ensure consistent voice and design elements across all marketing content.
- Completely redesigned architecture and visual language of the Hireology marketing website.

TOOLS

- SKETCH
- FIGMA
- INVISION
- MARVEL
- ADOBE PHOTOSHOP
- ADOBE ILLUSTRATOR
- ADOBE INDESIGN
- HTML & CSS
- ELEMENTOR
- DIVI
- GOOGLE SUITE

WORK EXPERIENCE

- Designed and built out email templates for consistent branding across Hireology's email lists.
- Created all event assets for Hireology's annual conference, Elevate. Developed supporting materials for Hireology's booth at NADA and other industry events.
- Designed brochures, pamphlets and ebooks for content strategy initiatives.

VISUAL DESIGNER, MARKETING

Groupon | Chicago, IL | 2017-2018

- Overhauled the UX and UI of the Groupon Guide to make it easier to navigate the Guide's content.
- Illustrated and designed infographics for Groupon Guide articles.
- Developed visual assets for large and small marketing campaigns across email, social media, and other online advertisements.
- Designed marketing, social, and email assets for national clients, such as Banana Republic or Hulu.
- Collaborated with other designers to brainstorm concepts and designs for larger yearly campaigns, such as Mother's Day and the Holiday season.

IMAGE DESIGNER, EDITORIAL

Groupon | Chicago, IL | 2014-2017

- Designed beautiful imagery for individual deals on Groupon's website.
- Sourced photography through merchant websites and edited photographs for clean imagery. Selected engaging stock imagery where appropriate.
- Illustrated and designed infographics for Groupon Guide articles.
- Designed visual assets for Guide-specific email campaigns.