

Arwen Varner

Senior User Experience Designer
Charlotte, NC, United States

Portfolio: www.arwen.design

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

Senior UX Designer with over 10 years experience, adept in user research, information architecture, and product design ranging from small startups to Fortune 50 international companies.

Proficiencies

Design

- Prototyping
- Design systems
- Data visualization
- Responsive design
- Low & high fidelity mockups
- Storyboarding
- Content & site mapping
- User & task flows
- Design reviews
- Design QA

Research

- Both generative and evaluative research methods
- Defining success metrics
- Design-thinking workshops
- Ethnographic research
- User interviews
- Feature prioritization
- Task-based usability testing
- Affinity mapping
- Card-sorting
- Tree testing
- Surveying
- Multivariate testing
- Gap analysis
- Sharing research insights

Experience

Smurfit Westrock

April 2024 to current

Senior User Experience Designer

Smurfit Westrock (NYSE:SW) is a global leader in sustainable packaging, currently operating in 40 countries with over 500 manufacturing plants and 63 paper mills.

Research: As part of a comprehensive eCommerce Modernization initiative, I led both discovery and evaluative research efforts:

- I defined and led our phased MVP customer launch strategy, including success metrics, customer feedback sessions, onboarding, embedded feedback mechanisms, and analytics monitoring.
- I conducted a detailed gap analysis to identify the requirements to move beyond our initial MVP to our next target market.

Ops: I led Design Ops process improvement efforts, including the creation of a Product and UX work tracking process.

CallRail

Dec 2021 – Sept 2023

Lead User Experience Designer

CallRail is a leader in marketing intelligence software, including AI-driven insights, lead attribution, and omnichannel communications.

Design: I designed an integration highly demanded by Enterprise customers: an embedded version of our communications app, Lead Center, into Salesforce. I designed the end-to-end journey for both our back-end Support and IT team as well as the customer-facing setup, onboarding, and usage.

Ops: I mentored mid-level designers, focusing on effective communication, project kickoffs, defining success metrics, research techniques, and design evaluation.

Ekos

Nov 2019 – Sep 2021

Senior User Experience Architect

Ekos provides inventory, production, accounting, and sales management software to craft breweries and wineries.

I designed customizable brew logs, enabling breweries to accurately enforce and capture their brewing process. **I designed an interactive prototype that was tested with 8 users via task-based inquiry sessions.** I collaborated closely with engineers and product owners to refine the prototype into an actionable MVP that could grow into the larger vision without major rearchitecting.

I redesigned the information architecture and primary navigation of the entire Ekos application. Customers received these changes with enthusiasm because of the improvements to usability, especially efficiency of navigation and discoverability.

I paired with our primary visual designer to **organize an effective design system used by the design and engineering teams.**

Proficiencies (cont.)

Tools

- Figma / FigJam
- Maze
- Sketch, Adobe XD
- Miro & Mural
- Fullstory, MS Clarity
- Dovetail
- Typeform & Qualtrics
- Google Analytics

Project Management

- Oversee end-to-end UX initiatives
- Create project schedules
- Coordinate multiple designers
- Partner with PMs, Engineers, & stakeholders
- Agile Scrum
- Asana
- Jira, Confluence, Trello
- Microsoft Suite
- GSuite

Education

Mar 2023

User Experience Certification,
Nielsen Norman Group

Dec 2014

ISTQB® Certified Software Tester

Elon University

Bachelor of Arts, English Literature
Theatre Studies Minor
English Scholar of the Year

Experience (cont.)

Collins Aerospace

Oct 2018 – Aug 2019

Senior User Experience Architect

The Aftermarket division of Collins Aerospace (Fortune 50) accounts for ~40% of annual company sales, \$9.2 billion in 2017.

I designed a work management platform for over **60+ Aftermarket international repair facilities** (known as *MROs*). Full details in portfolio.

I fostered critical change management by conducting design-thinking workshops with **over 100 Collins leaders from several countries**. Together, we created a **shared roadmap of priorities** for facilities that had previously resisted working together.

Where previous tools only furthered the divide between facilities, I embedded the new platform with an information architecture (IA) and lexicon that facilitated the common process necessary to **obtain meaningful quantitative insights across facilities**, a key project goal.

LPL Financial

Jan 2016 – Jun 2018

User Experience Designer

LPL provides 15,000+ financial advisors with the tools and services to grow successful practices.

At LPL, I flourished in my skills and experience by working closely with a team of talented designers and researchers on more than 20 distinct projects, always balancing multiple engagements at once.

For over nine months, I was the lead UX designer on a complex, high-profile project to enable advisors to manage custom financial models for their client's accounts while still outsourcing trading. The application has been well received: as of Aug. 2018, 28 advisors allocated \$39 million across 195 accounts to the new account type it offers. Full details available in my portfolio.

Ally Invest

Jun 2015 – Jan 2016

User Experience Designer

originally TradeKing Group, inc.

I was the lead UX designer for TradeKing's next-gen platform, TradeKing LIVE, a responsive online brokerage platform that provided research and trading tools for self-directed investors to buy and sell stocks, options, and bonds.