

# Ross Enger

UX/UI & Graphic Designer

Minneapolis, MN



RE|DESIGN

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## EXPERIENCE

### UX/UI Design Boot Camp | UX/UI Designer

Sep 2022 - Mar 2023

#### Teasers App | UX/UI Design & FE Dev Case Study | UX/UI Designer & Front End Developer

Developed the Teasers app aimed at helping newcomers to tea feel empowered to add it to their daily routine by providing an inviting onboarding process featuring a tea 101 crash course. The design process spanned from identifying pain points associated with aspiring tea enthusiasts through iterating user-tested prototypes to coding a mobile prototype.

#### White Bear Area Food Shelf Website Redesign | UX/UI Case Study | UX/UI Designer

Redesigned user interface of NPO website with an emphasis on user flow for patrons utilizing food shelf resources. Identified pain points through stakeholder and user interviews/survey, developed new user flow, style guide, and tested various responsive prototypes through several rounds of usability tests. All users tested reported improved ease of use and access to critical food shelf resources.

#### Bureau of Land Management Website Redesign | UX/UI Case Study | UX/UI Designer

Redesigned user interface of government agency website with a focus on finding camping information. Performed a heuristic evaluation and card sorting to improve information architecture and user flow. Iterated various responsive prototypes (low to high-fidelity) and tested them for improved access to camping information. All users tested found camping information quicker than the original site and reported improvement in ease of use and visual appearance.

#### GoalAssistant Mobile App | UX/UI Case Study | UX/UI Designer

Designed a goal management mobile app based on user research aimed at finding challenges faced when setting and managing goals. User interviews and a survey revealed that visualizing goals for users was critical in achieving them. Ideation, feature prioritization, and journey mapping helped inform a mobile prototype that emphasizes a simple, visual approach to defining and tracking goals.

### Ontrack Data Recovery | Electronics Technician

Nov 2017 - Present

#### Eden Prairie, MN

Performed advanced data recovery and electronic troubleshooting in the research and development lab on phones, laptops, tablets, and flash media.

- Effectively collaborated with engineers in offices across the globe and disseminated findings of research conducted on logic board architecture and electronic troubleshooting methods
- Successfully trained employees from various global offices on board-level repair best practices
- Contributed to company growth goals by assisting in management of company-owned uBreakiFix repair store in Manhattan, NY
- Enhanced data recovery capabilities for clean room engineers and exercised

### Freelance | Graphic Designer

Feb 2016 - Present

#### Minneapolis, MN

Developed branding and identity for a range of clients including Colossal Construction general contractor, BGL Services garage and locksmith company, and Yogi Wellness. Deliverables for the clients included logos, business cards, website designs, marketing materials, and car wraps.

### Cell Phone Repair | Manager/Lead Technician

Feb 2016 - Nov 2017

#### Eden Prairie, MN

Honed technical & problem-solving skills through repairing and troubleshooting issues with cell phones, tablets, computers, and gaming consoles. Gained experience running a small business and developed interpersonal skills through managing a team and interfacing with customers.

## SKILLS

### UX/UI

User research interviews • User surveys  
Personas • User scenarios • Journey maps • Storyboards • User insight synthesis • Problem definition • Mood boards • User flows • Heuristic evaluation  
Competitor analysis • Information architecture • Card sorting • Site maps  
Wireframes • Style guides • Prototyping  
Responsive web design • Atomic design  
Usability testing • Interaction design

### Visual Design

Branding & Identity • Color Theory  
Gestalt Principles • Typography  
Hierarchy • Layout & Composition

### Soft

Problem solving • Adaptability  
Inquisitive • Persistent • Growth mindset  
Collaboration • Leadership • Methodical  
Self-directed • Multi-tasking • Empathy  
Communication • Project management  
Organization • Analytical thinking

## TOOLS

### Design & Prototype

Figma • Adobe Illustrator  
Adobe InDesign • Adobe Photoshop  
Miro • Blender • Google SketchUp

### Development

HTML • CSS • JavaScript • jQuery  
Bootstrap • GitHub

## EDUCATION

### University of Minnesota

#### UX/UI Design & FE Dev Boot Camp

UX/UI Design Certificate

Sep 2022 - Mar 2023

### Minneapolis Community & Technical College

Graphic Design: Print Media

A.A.S Degree and Web Certificate

Aug 2013 - May 2017

GPA: 3.90