

Claire Queally

clairequeally.com

Education

General Assembly (NYC)
UX Design, Part-Time Course
March 2018

University of Virginia
M.S. in Commerce
Marketing & Management Concentration
Aug. 2014 - Aug. 2015

UNC-Chapel Hill
B.A. in Journalism & Mass Communication
Advertising Specialization
Aug. 2011 - May 2014

London School of Economics
Summer Management Course
July 2011

Technical Skills

Figma	██████████
Adobe Creative Suite	██████████
Sketch	██████████
InVision	██████████
Marvel	██████████
HTML/CSS	██████████
Bootstrap	██████████
WordPress	██████████

Hobbies & Interests

Building websites, running around Town Lake, playing pickleball, practicing yoga, perusing Reddit, drinking Topo Chico, learning about design, reading about the MBTI & Enneagram (I'm an INFP/4w3)

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Work Experience

SamCart (Austin, TX)
Product Designer, May 2021 - Present

- Collaborate closely with product managers, engineering, and marketing teams to drive forward design vision and ensure the best possible experience for SamCart customers across all devices
- Develop updated design system in Figma with all app components
- Create and iterate on simple and intuitive experiences by distilling product requirements and user goals into sketches, wireframes, and prototypes
- Align with brand and product teams to drive forward visual style and consistency
- Own end-to-end user journey and all aspects of design execution from ideation, to prototyping, to user testing, to final production

Auctane (Austin, TX)
Lead Designer & Web Developer, Nov. 2018 - May 2021

- Transitioned to Lead Designer & Web Developer for all Auctane brands (owned by Stamps.com) including ShippingEasy, ShipStation, ShipEngine and ShipWorks
- Develop and maintain WordPress sites using visual design, HTML, CSS and JavaScript to create responsive, device-optimized experiences
- Design wireframes and user interfaces for web pages and product modules, using separate variants to A/B test how design differences impact conversion
- Work alongside Product teams to create user flows and experiences for ShippingEasy app and Support site
- Create custom illustrations for ShippingEasy app, as well as for the blog and marketing websites of other Auctane brands
- Build responsive and customizable email templates for customers in the ShippingEasy app, using animations and illustrations, while prioritizing UI accessibility standards

Freelance Visual/UI Designer, Feb. 2018 - Present

Freelance Product Marketing & Design Consultant, Aug. 2016 - Nov. 2017

- Worked as part-time contractor (full-time until Aug. 2018) for clients including Red River Foods, Indeed, Rev, Temi, Umuse, Swivel, GLG and more
- Created high-fidelity mockups of product and landing pages, using visual design and UX principles, as well as HTML/CSS

Jovio (Austin, TX)
Product Marketing & Design Associate, Nov. 2017 - Feb. 2018

- Created and maintained marketing collateral for early-stage startup, including blog posts, direct mail ads, agent demo decks, infographics and custom illustrations

OutboundEngine (Austin, TX)
Product Marketing & Design Associate, Nov. 2016 - Aug. 2017

- Designed and maintained marketing/sales collateral, including landing pages, product decks, one-pagers, presentations, ebooks, case studies and infographics
- Worked with engineering and product management to distill key functionality and benefits into core product marketing messages

Invodo (Austin, TX)
Marketing Manager & Presentation Designer, Aug. - Nov. 2016
Content Marketing Specialist, Aug. 2015 - Aug. 2016

- Partnered with product management to create supporting collateral for upcoming product launches and annual milestones