



Charlotte Vosseler

Visual & Product Designer

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As a Visual & Product Designer with a background in immersive theatre design, I have a passion for designing for an active user. I create exciting, discoverable spaces digitally through a collaborative and iterative process.

Skills

- Branding
- User Interface Design
- Digital Interaction Design
- Research Strategy & Synthesis
- Usability & Desirability Testing
- Mid Fidelity Wireframes
- High Fidelity Design & Prototypes
- Design Systems & Style Guides
- Web, Mobile, & Tablet Design
- Illustration

Tools

- Sketch
- Principle
- InVision & InVision DSM
- ZeroHeight
- Adobe Photoshop
- Adobe Illustrator
- Procreate
- Google Suite
- Microsoft Office Suite
- Miro & Trello

Education

Flatiron School
UX/UI Design Immersive
2020

The Studio & Forum of Scenic Arts
Scenic Artist Intensive
2015

Ithaca College
BFA: Theatrical Production
Arts - Design Concentration
2012

Experience

UX/UI Designer

September 2020 - Present

Audition Cat

- ◆ Restructure information architecture to create clear user flows.
- ◆ Redesign existing beta webapp to reflect new user flows from wireframe to high-fidelity prototype.
- ◆ Redesign analytical data displays to reflect trends rather than declarative insights.
- ◆ Create several divergent design directions using moodboards, style tiles, and high-fidelity mockups to determine visual language while incorporating previous illustrations.
- ◆ Collaborate remotely with founders and tech lead to discuss and iterate on design decisions.

UI Designer

Remote Contract / April - May 2020

Contract Cloud

- ◆ Collaborated remotely as a part of a two person UI designer team to provide a fully redesigned visual brand identity across multiple platforms including websites, social media, and existing and future products.
- ◆ Conducted exploratory research, competitive analysis and existing client asset audit to determine opportunities for differentiation and positioning in the marketplace.
- ◆ Created several divergent design directions using moodboards, style tiles, and high-fidelity mockups and prototypes using Sketch and InVision to research and refresh visual language.
- ◆ Designed and facilitated remote desirability testing plans with over 30 users, using the synthesized data from each round of testing to find actionable insights to apply to further design iterations.
- ◆ Communicated and met weekly with CTO, VP of Product and CEO to discuss design iterations and user data and brainstorm further design opportunities and changes.
- ◆ Created animations of microinteractions using Principle to enhance user experience and support platform communication to the user.
- ◆ Established a living design system on ZeroHeight for future development and growth as well as designed and created refreshed branding guidelines to apply across all products.

Interim Director of Design

October 2019 - January 2020

The McKittrick Hotel: Home of *Sleep No More*

- ◆ Applied and maintained the design and aesthetic integrity and technical components of a fully realized 100,000 square foot, six story immersive theatre experience, restaurant, bar, and rooftop.
- ◆ Designed and executed creative marketing strategies with the marketing staff to facilitate new and creative ways of reaching out to potential and existing patrons by creating a seamless experience within the company's aesthetic.
- ◆ Coordinated all design elements to support one unified vision across many separate installations and areas.