



# Isabelle Armstrong

## Product Designer

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### EXPERIENCE

#### Morningstar

Product Designer, January 2022 - Present

Associate Product Designer, October 2020 - December 2021

- Leading standards and designs for Morningstar's private data management tool, Institutional Data Manager (IDM)
- Created and maintains IDM's design library within Figma
- Manages priority alignment within the Design backlog

#### Serena

Design & Research Lead, April 2020 - October 2020

- Built a wellness and community focused iOS application currently in Beta Testing
- Hired more designers, design advisor to the founder

#### Microsoft Teams

UX Designer (Capstone), February 2020 - June 2020

- Delivered CRM tools with Teams Channel Apps for SMB's
- Conducted initial research and user testing to validate and explore a fully hi-fi mocked user flow

#### Sonos

Visual Design Intern, June 2019 - August 2019

- Redesigned Sonos.com Cart and Checkout experience in accordance with new brand identity
- Ideated, sketched, mocked (via sketch), and prototyped ideas for stakeholder buy-in
- Worked with dev team to create designs with accurate data-dependencies

#### DocuSign

Experience Design Intern, June 2018 - December 2018

### EDUCATION

#### University of Washington

Bachelors of Science, Human Centered Design & Engineering

*September 2016 — June 2020*

*HCI Track, Major GPA: 3.9*

### SKILLS

#### Design

User Centered Design, Sketching, Wireframes, Lo-Fi / Hi-Fi Mockups, User Flows, Prototyping, Animation

#### Research

A/B Testing, Usability Testing, User Interviews, Diary Studies, Surveys

#### Tools & Services

Sketch, Figma, Adobe Creative Suite, Microsoft Office, Miro, Principle, InVision, HTML/CSS, UserZoom, SharePoint, Confluence, JIRA

#### Soft

Leadership, Communication, Remote Work, Team Building, Mentorship