

Thor Rothering

UI/UX DESIGNER

SUMMARY OF QUALIFICATIONS

Product Design - Able to research, create flows, prototype, and test products to obtain buy-in from stakeholders and meet client demands.

Graphic Design - Seven years professional experience creating high-fidelity designs for multiple platforms and media formats.

Brand Management - Consistently design and distribute data driven brand campaigns adhering to company guidelines and marketing objectives.

Product Production - Four years experience managing in-house product production and order fulfillment.

Team Management - Experience leading multidisciplinary teams across two locations, ranging from entry-level designers to production artists.

SELECTED PROJECTS

KiddOS | Native App

A tool designed to help parents teach digital literacy to their children.

- Conducted primary and secondary research in the form of a parent survey and competitive analysis.
- Developed potential flows through affinity mapping and sketching.
- Designed wireframes and mid-fidelity prototypes for usability testing.
- Created a test plan and conducted usability testing with users.
- Created high-fidelity mock-ups and final screens.

AliExpress | UX Research

Research aimed to improve trustworthiness amongst the B2C customer base.

- Conducted primary and secondary research including user interviews, a survey, and competitive analysis.
- Synthesized data to create several user personas.
- Created journey maps using data and personas.
- Developed "happy path" flows for site registration, adding items to a cart, and the checkout process.
- Produced a detailed site map.
- Presented on research conclusions and recommended next steps.

Coleman | UI Design

A UI refresh to bring consistency to Coleman's digital presence.

- Did a competitive analysis of three companies and synthesized data.
- Designed low fidelity wireframes based on findings.
- Developed a component library and style tile to help bring consistency to the brand.
- Produced high-fidelity mock-ups of desktop, mobile, and native app. screens.

WORK EXPERIENCE

SENIOR UX DESIGNER @ NielsenIQ
June 2022 - Present

MULTIMEDIA DESIGNER @ University of Wisconsin-Madison
May 2019 - June 2022

PRODUCT DESIGNER @ Stefan's Soccer Supply
August 2014 - May 2019

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EDUCATION

**Certificate
UI/UX**

University of Wisconsin | 2022

**Associates Degree
Graphic Design**

Madison College | 2015

**Bachelor of Science
Fine Arts**

Edgewood College | 2013

TOOLS

Figma
Illustrator
InDesign
Photoshop
Miro
CorelDRAW
Lightroom
After Effects
Wix
WordPress

SKILLS

Ideation
Concept Development
Style Tiles
Design Systems
Sketching
User Interviews
Surveys
Data Synthesis
Personas
Journey Maps
Affinity Maps
User Flows
Wireframing
Usability Testing
Prototypes
High-Fidelity Mock-ups
Product Presentation
Digital Illustration
Product Production
Print Setup
Branding Guides

AWARDS

University Staff Excellence Award
University of Wisconsin | 2022