



Vanessa Lindell

U X / U I D E S I G N E R

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SKILLS

User Research

Usability

Personas

Journey Mapping

User Flows

Site Maps

Wireframing

Visual Design

Prototyping

Storyboarding

Interactive Elements

Infographics

Logo Design

Iconography

Typography

Video Animation

EXPERIENCE

(2021 - 2025)

UI/UX Designer (Contract)

- Redesign & Modernization - Worked with small businesses to update their webs and mobile experiences pertaining to identity, brand, content messaging, visual design and conversion to responsive layouts
- Business/Customer Alignment - Evaluated customer base, defined business and customer needs and goals, modified page flows and recommended UI and visual design enhancements

(2005 - 2020)

Sr. User Experience Designer - The Hartford Financial Services

- Lead UI Designer for P&C - Produced wireframes, responsive visual designs and UI components, across mobile, tablet, and desktop interfaces
- Optimized high-value interactions such as forms, lead capture, and purchase flows to maximize engagement and conversion
- Expertise in creating intuitive, visually appealing graphics and interfaces with a strong understanding of color theory, typography, spacing, and visual hierarchy
- Transformed wireframes into high-fidelity, pixel perfect mock-ups and prototypes ensuring all my designs leveraged or enhanced the UI pattern libraries
- Worked across functional teams to understand product owner requirements and within Agile product development teams to breakdown features into user stories
- Developed personas, day-in-the-life scenarios, journey maps and use cases to help expand the teams understanding of the user perspective and behaviors
- Presented conceptual user flows and visual designs for web, mobile and native apps to key stakeholders

FOCUS

Visual Design

Design Systems

Interaction Design

Responsive Design

Human-centric Design

UX for AI Systems

Accessibility Compliance

- Analyzed user testing results to iterate on designs and improve overall UX, implementing feedback to enhance the end product
- Partnered with development teams to ensure responsive layouts, image elements, content and UI components displayed accurately on target devices and aligned with technical business objectives
- Collaborated with copywriters to establish the brand voice, ensuring intuitive instructions, error messages, and navigational cues were friendly and concise
- Created animated instructional videos for the Claims, Small Commercial and Social Media teams supporting service, Facebook and LinkedIn
- Provided constructive feedback and direction in team reviews to ensure the team delivered high-quality experience design and our solutions aligned with established brand and design principles
- Created functional prototypes for testing and modified interfaces, user flows, navigational elements and layouts to support usability findings

TOOLS

Figma

Sketch

Invision

UX Pilot

Adobe Creative Suite

Photoshop

Illustrator

After Effects

Animate

HTML/CSS

WordPress

Agile

Axure

EXPERTISE

Figma 

Sketch 

Invision 

Photoshop 

Illustrator 

After Effects 

EDUCATION

Central Connecticut State University

Bachelor of Arts in Graphic Design Communication

Northwestern Connecticut Community College

Associates of Arts in Graphic Design

PORTFOLIO

Visit my website to learn more about me and view examples of my recent work.

<http://www.vanessalindell.com>