

# Vanessa Lindell

UI/UX Designer | [vanessalindell.com](http://vanessalindell.com) | [cx@vanessa.lindell.com](mailto:cx@vanessa.lindell.com) | (860) 559-5482

## PROFESSIONAL SUMMARY

Senior UX Visual Designer with 15+ years of experience delivering end-to-end visual design and UI production for web and mobile products. I bring ideas to life from early concepts and functional prototypes to polished, production-ready UI, translating sketches into beautiful, meaningful experiences. I contribute to and evolve design systems, create refined icon sets, scalable components and develop cohesive visual patterns that bring harmony and consistency to complex digital products. As a collaborative partner to UX, engineering, marketing, and research teams, I design intuitive product experiences that balance creativity, usability, and technical precision across every customer touch point.

## PROFESSIONAL EXPERIENCE

### UI/UX Designer

*Independant Consultant* | JAN 2021 - PRESENT

Redesign & Modernization - Working with small businesses to modernize their web and mobile experiences through brand identity, content messaging, site structure, visual design and conversion to responsive layouts.

### Senior User Experience Designer

*The Hartford Financial Services Company, Hartford, CT* | APR 2012 - AUG 2020

- Provided end-to-end visual design support for Property & Casualty across high-visibility web and mobile initiatives, solving complex creative challenges from ideation through polished final delivery
- Created/maintained image assets, graphical elements, user interfaces, icon collections, infographics, banners, visual mockups and UI components in the enterprise design system
- Led visual exploration and UI production, crafting beautiful, functional, and user-centered digital experiences that strengthened customer and agent engagement
- Collaborated daily with UX designers and developers to iterate on designs in a fast-paced Agile environment
- Created pixel-perfect assets including UI layouts, infographics, ad banners, typography, refined icon collections
- Worked closely with the brand team to educate internal teams on brand awareness and leveraging the design system
- Partnered closely with developers for precise implementation of visual elements across target devices
- Developed animated instructional videos from rough storyboard sketches through polished final cuts
- Collaborated with external partners to design native apps aligned with brand standards and messaging strategy
- Demonstrated design rationales by prototyping app functionality with animated prototypes for stakeholder reviews
- Animated micro-interactions to demonstrate interactivity to developers for Auto + Home Bundle quotes
- Introduced innovative design ideas that enhanced customer experiences and strengthened product storytelling
- Transformed wireframes into prototypes, refining UI, user flows, navigation based on usability testing and research insights
- Collaborated with UX designers, copywriters to align brand voice, ensuring messaging was clear and consistent
- Performed redlining and detailed annotations, measurements, and specs (spacing, padding, typography, colors) of UI designs for developer handoff
- Designed conceptual and production-ready reusable components, iconography, and visual patterns for web, mobile, and native apps, according to UI pattern libraries and design system
- Worked with analytics on lead capture to visually optimize high-value interactions on forms to maximize conversion rates
- Provided thoughtful, constructive feedback in breakout sessions to ensure the team delivered high-quality experiences

## User Interface Designer

*The Hartford Financial Services Company, Hartford, CT* | MAR 2000 - MAR 2012

- Designed visually engaging layouts for websites, marketing campaigns, and digital experiences across enterprise platforms
- Supported the evolution of a pattern library into a scalable design system and reusable UI components
- Ensured accessibility and brand consistency across all digital touchpoints
- Created component-based web templates to standardize and streamline content management

## VISUAL COMMUNICATION & STORYTELLING

- Create executive-ready presentations and visual storytelling decks to communicate product strategies and UX concepts
- Develop infographics, UI walkthroughs, and visual narratives that align teams and support decision-making
- Use motion and animation to illustrate interaction flows and enhance product storytelling
- Present complex design ideas in clear, compelling visual formats for stakeholders and leadership

**UX & Product Design** - Interaction Design, Information Architecture, User Research, Personas, Journey Maps, Wireframes, Prototypes, Usability Testing, Accessibility

**Visual Design** - User Interface Design, Typography, Iconography, Infographics, Color Theory, Motion Graphics, Marketing Videos, Visual Systems, Brand Design, Responsive Design

**Design Systems & UI Production** - Component Libraries, Pattern Libraries, Design Systems, UI Standards, ADA Compliance, Enterprise Design Frameworks

## CORE STRENGTHS

- UX Visual Design & UI Production
- Responsive & Enterprise Product Design
- Design Systems & Component Libraries
- AI-Driven Software & Workflow Optimization
- Executive Storytelling & Deck Craft
- Cross-Functional Product Collaboration
- Interaction & Interface Design
- Accessibility & ADA Compliance
- Motion & Visual Communication
- User-Centered Design & Research Integration

## DESIGN TOOLS

Figma, Sketch, InVision, Adobe Creative Suite, Photoshop, Illustrator, After Effects, ChatGPT, Adobe Firefly, Animate, Axure, HTML/CSS, Visual Studio Code, WordPress, Agile Methodologies

## EDUCATION

Bachelor of Arts in Graphic Design Communication  
Central Connecticut State University, New Britain, CT

## PORTFOLIO & CERTIFICATES

<https://www.vanessalindell.com>

<https://www.linkedin.com/in/vanessa-lindell-ui-design/details/certifications/>