

# CHELSEY PINKE

User Experience Designer  
New York, NY

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🌐 www.chelseypinke.com

## SKILLS

User Research & Interviews  
Ideation & Sketching  
Persona Generation  
Rapid Prototyping  
Usability Testing  
Visual Design  
Story-Telling  
Client Management  
Writing & Editing  
Leadership

## TOOLS

Sketch  
InVision  
PhotoShop  
Illustrator  
Microsoft Office

## HOBBIES

Traveling  
Art & Ceramics  
Writing  
Cooking  
Hiking  
Volunteering

## CERTIFICATIONS

General Assembly 2018  
UX Design Immersive  
  
Intl. Culinary Center 2015  
Artisanal Bread Baking  
  
Parsons 2008  
Graphic Design Certificate

## PROFESSIONAL SUMMARY

I am a mission-driven, creative UX Designer with experiences in the entertainment, hospitality and non-profit industries. I believe in approaching problems with both curiosity and intention towards developing intuitive, effective solutions. Whether I am working as part of a team or leading one, I give equal significance to the small details and the big picture goals. I am eager to find opportunities to apply my compassion and drive towards designing frictionless experiences that put humans first.

## EXPERIENCE | NYC

### Upsider | UX Researcher & Designer | Team Lead *Present*

Lead a team of three in conducting user research and redesigning the Upsider web application, with the goal of improving the new user experience to increase sales. Completed 6 user interviews, three rounds of design and testing, and delivered a complete set of functional annotations and development specifications.

### User Experience Design Immersive, UX Designer 3 months 2018

Completed four comprehensive UX projects, each spanning two weeks, including user research and synthesis, journey mapping, ideation, low to high fidelity wireframing, documentation and presentation.

- Project 1: GA Events, researched & designed a social calendar mobile app.
- Project 2: LaDiDa, created a responsive music streaming site for families.
- Project 3: St. Jude's Children's Hospital, website evaluation & redesign.
- Project 4: Times Travel, created a mobile application for global travelers.

### Freelance Fundraising Consultant 20 months 2017 – 2018

- Self-taught grant-writer, raised over \$50,000 in funds, goods and services
- Worked across sustainability, education, and documentary film
- Clients included: School in the Square Public Charter School, Nalini Kids, USA-CF, Common Ground Compost, and documentary filmmakers.

### High Street on Hudson, Baker & Team Manager 1.5 years 2015 - 2016

- Managed cross-functional operations and built systems of efficiency
- Lead production team of five and interfaced with enterprise clients

### Likely Story Productions, Creative Executive 3 years 2012 – 2015

- <https://www.imdb.com/name/nm5099813/>
- Produced pre-production, principal photography and post-production
  - Credited co-producer on four feature films:
    - Every Secret Thing, American Ultra, Sing Street, Begin Again

## EDUCATION

### New York University, Gallatin School *Class of 2010*

B.A. Individualized Concentration: "The Social Impact of Images"  
Dean's List and Honors Scholar; Magna Cum Laude; GPA 3.9