

# Arwen Varner

Lead User Experience Designer  
Charlotte, NC, United States

**Portfolio:** [www.arwen.design](http://www.arwen.design)

**Contact:** [linkedin.com/in/arwenv](https://www.linkedin.com/in/arwenv)

Lead UX Designer with 10+ years experience, adept in user research, information architecture, and product design ranging from small startups to Fortune 50 international companies.

## Proficiencies

### Design

Prototyping

Design systems, creation & maintenance

Data visualization

Responsive design, including mobile

Low & high fidelity mockups

Storyboarding

Content & site mapping

User & task flows

Feature prioritization, i.e. kano model

Design feedback and reviews

Design QA

### Research

Design-thinking workshops

User interviews, i.e. contextual inquiry

Affinity mapping

Card-sorting

Tree testing

Journey mapping

Surveying

Task-based usability testing

Multivariate testing

Gap analysis

Research reports

## Experience

### CallRail

Dec 2021 – Present

Lead User Experience Designer

1 year, 6 months

CallRail is a market leader in marketing attribution software. They are also expanding into omnichannel communications and conversation intelligence.

As Lead UX Designer, I oversaw the the first integration of our communications app into a 3rd-party platform. In addition to roadmapped projects, I also help steer the maturation of our design system and mentor mid-level designers.

### Ekos

Nov 2019 – Sep 2021

Senior User Experience Architect

1 year, 11 months

Ekos provides inventory, production, accounting, and sales management software to craft breweries and wineries.

- designed **customizable brew logs**, enabling breweries to accurately enforce and capture their brewing process. I designed an interactive prototype that was tested with 8 users via task-based inquiry sessions. I collaborated closely with engineers and product owners to refine the prototype into an actionable MVP that could grow into the larger vision without major rearchitecting.
- **redesigned the information architecture and primary navigation** of the entire Ekos application. Customers received these changes with enthusiasm because of the improvements to usability, especially efficiency of navigation and discoverability.
- paired with our primary visual designer to organize an effective **design system** used by the design and engineering teams.

### Collins Aerospace

Oct 2018 – Aug 2019

Senior User Experience Architect

11 months

The Aftermarket division of Collins Aerospace (Fortune 50) accounts for ~40% of annual company sales, \$9.2 billion in 2017.

- Designed a work management platform for over **60+ Aftermarket international repair facilities** (known as *MROs*). Full details in portfolio.
- Fostered critical change management by conducting design-thinking workshops with **over 100 Collins leaders from several countries**. Together, we created a **shared roadmap of priorities** for facilities that had previously resisted working together.
- Where previous tools only furthered the divide between facilities, I embedded the new platform with an information architecture (IA) and lexicon that facilitated the common process necessary to **obtain meaningful quantitative insights across facilities**, a key project goal.

## Proficiencies (cont.)

### Tools

Figma / FigJam

Sketch

Invision

Miro

Fullstory

Dovetail

Typeform

Qualtrics

### Technical

(intermediate level)

CSS3

HTML5

Git & Github

Javascript & JSON

### Project Management

Agile Scrum

Asana

Jira, Confluence

GSuite

Trello

Basecamp

Drafting project schedules

## Education

Mar 2023

User Experience Certification,  
Nielsen Norman Group

Dec 2014

ISTQB® Certified Software Tester

### Elon University

Bachelor of Arts, English Literature

Theatre Studies Minor

English Scholar of the Year

## Experience (cont.)

### LPL Financial

Jan 2016 – Jun 2018

User Experience Designer

2.5 years

LPL provides 15,000+ financial advisors with the tools and services to grow successful practices.

In my 2.5 years at LPL, I flourished in my skills and experience by working closely with a team of talented designers and researchers on more than 20 distinct projects, always balancing multiple engagements at once.

For over nine months, I was the lead UX designer on a complex, high-profile project to enable advisors to manage custom financial models for their client's accounts while still outsourcing trading. The application has been well received: as of Aug. 2018, 28 advisors allocated \$39 million across 195 accounts to the new account type it offers. Full details available in my portfolio.

### TradeKing Group, inc.

Jun 2015 – Jan 2016

User Experience Designer

now Ally Invest

I was the lead UX designer for TradeKing's next-gen platform, TradeKing LIVE, a responsive online brokerage platform that provided research and trading tools for self-directed investors to buy and sell stocks, options, and bonds.

### Rubbermaid Healthcare

May 2014 – Jun 2015

User Experience Designer

acquired by Capsa Solutions

& Senior Software Quality Assurance Analyst

### Cardinal Solutions Group

Sep 2013 – May 2014

Software Quality Assurance Lead

acquired by Insight Global

### ACS Technologies

Jan 2011 – Aug 2013

Test Automation Developer

Jan 2012 – Aug 2013

Technical Writer

Jan 2011 – Jan 2012