

VIRGINIA “GINI” FREEMAN | Product Designer

Greater Harrisburg Area, PA | 254.371.8295 | [Email](#) | [LinkedIn](#) | [Portfolio](#)

PROFESSIONAL SUMMARY

Culturally-fluent researcher and innovative designer leading projects boosting customer engagement by 50%. Over ten years experience as a collaborative problem-solver blending creativity and strategic thinking. Excellent communicator fostering compassionate teams. Adaptable military spouse skilled in dynamic environments.

EXPERIENCE

UX Designer | Kaleidoscope Affect, LLC | 14502 Greenview Dr. Suite 446 Laurel, MD 20708 | 1/2024 - 06/2024

- Applied a strong understanding of design principles and user-centered design methodologies to develop innovative solutions.
- Collaborated with stakeholders, and cooperated with cross-functional teams
- Researched user personas and structured data into detailed personas for targeted insights.
- Enhanced the onboarding process through strategic optimization.
- Created a high-quality design to engage users twice a week or more, raise their competencies by 20%, and gain 500+ new users with a 10% retention rate.

Emerging Technology Fellow | Kaleidoscope Affect, LLC | 10/2023-01/2024

- Leveraged knowledge of cyber security, AI, and analytics to support the CEO on a research and development project.
- Contributed to the creation of a use case and roadmap for a new proprietary capability, and participated in the initial prototype implementation.
- Collaborated with cross-functional teams to ensure the solution met technical and business needs, drawing on a process-oriented mindset and ability to translate technical concepts.

Product Designer | Freelance | Mechanicsburg, PA 04/2022 - present

<https://discoverpelvichealthandwellness.com/>

- Led a multifaceted, multi-stakeholder initiative from research to deployment for a new clinical practice.
- Collaborated closely with stakeholders to craft distinctive branding and design.
- Deployed site with an easy scheduling feature and integrated with practice's internal systems.
- Boosted new client acquisition by an average of three individuals per week.
- Improved user engagement, resulting in a fully booked monthly schedule though the online scheduling feature.

<https://aldersgatepreschool.org/>

- Led a 6-month, complex multi-stakeholder initiative to redesign the website.

- Designed intuitive interfaces and wrote compelling content, leading to a 35% increase in customer engagement.
- Streamlined internal processes and enabled the organization to better showcase its programs.

OASIS <https://tinyurl.com/4xb6vtx9>

- Served on a team that designed an app focused on wellness and social connection.
- Directed app development strategy and validated objectives through comprehensive research and analysis.
- Developed and utilized data-driven personas to guide and inform app design decisions resulting in enhanced accessibility and user experience.

San Antonio Feral Cat Coalition Website Redesign <https://tinyurl.com/y4admaj4>

- Collaborated on a team to design a user-friendly website, delivering quick and easy access to information for users.
- Provided targeted guidance to address specific needs of senior citizens improving their access and usability of the site.

U.S. Department of Education Website Redesign <https://tinyurl.com/2b4fwr2a>

- Prototyped a website with improved informational architecture.
- Designed UI elements to highlight important information and delight users.

Empowerment App <https://tinyurl.com/bd56859e>

- Generated an app as a team to guide teens towards improved self-esteem.
- Developed and conducted interviews with target audience.
- Created content for mobile/web apps and case study.

Educator | Copperas Cove ISD 408 S. Main St. Copperas Cove, TX 76522 Phone: 254-547-1227

Fax: 254-547-1535 08/2003- 06/2007

- Devised lesson plans in all subject areas to accommodate 25+ students with various needs.
- Administered standardized tests and interpreted results.
- Maintained classroom management and nurtured children of service members.

SKILLS

TECHNOLOGY: Figma, Miro

UX/UI: Annotations, Accessibility Standards, Branding, Competitor Analysis, Content Writing, Data Analysis, Design Thinking, Graphic Design, Heuristic Evaluation, Information Architecture, Insight Synthesis, Logo Creation, Persona Creation, Primary Research, Prototyping, Responsive Design, Storyboarding, Surveys,

Time Management, User-Centered Design (UCD), User Experience Research, User Flow, Diagrams, UI Design, Usability Testing, Wireframing

SOFT SKILLS: Active Listening, Adaptability, Attention to Detail, Collaboration, Creativity, Critical Thinking, Oral Communication, Customer Service, Empathy, Emotional Intelligence, Flexible, Leadership, Organization, Passion, Problem Solving, Work Ethic

EDUCATION

Professional Certificate, UX/UI Design, McCombs School of Business and University of Texas at Austin
Bachelor of Arts, Music, University of Texas at Austin; 2515 Speedway, Austin, TX 78712

AWARDS

Commander's Award for Public Service 06/2012

- Distinguished volunteer and supporter of numerous community programs.
- Served as Family Readiness Group Leader for a battalion of 150 service members.
- Issued by the Department of Army.

COMMUNITY INVOLVEMENT

Volunteer | Cumberland Valley Independent School District, Mechanicsburg, PA 08/2014- present

- Supported students in Junior Achievement BizTown and STEM Days
- Created a multi-channel communication strategy integrating existing technology.
- Coordinated fundraising to support school and teachers.
- Assisted with event logistics.
- Honored cultural diversity by offering a variety of games, materials, and food items.

Volunteer | Aldersgate United Methodist Church, Mechanicsburg, PA 08/2014- 2024

- Led Children's Sunday School
- Created and managed Preschool and Elementary Handbell choirs
- Served on the Women's Leadership Team and facilitated Game Nights

Full-Time Parenting | Career Break | 2009 - 2022

- Stay-at-home mom to two amazing children and a proud spouse of a retired U.S. Army Lieutenant Colonel.
- One of my greatest joys is watching my children grow in independence and creativity. I spent most of my early career in education.
- I left teaching to care for my micro-preemie and joined my husband who was serving overseas.
- We have spent the past several years in South Korea, Kansas, and Pennsylvania.

Family Readiness Group Leader | First Cavalry Division, U.S. Army, Ft. Cavazos 01/2003 - 06/2005

- Communicated with and coordinated care for 100 families navigating through a 16th month deployment.
- Created 100 stockings (valued at \$25 a piece) with student hand-written letters for each soldier.
- Planned logistics of delivering gifts to soldiers deployed in Iraq.
- Conducted a fundraiser and received donations.
- Visited family members in the hospital. Trained to be a part of a team assisting new Gold Star families.
- Facilitated VCT (Video Conference Calls, Soldier to Family) and helped organize and advertise schedules for families.
- Maintained and updated a roster of families.