

# Gracie Sharkey

## UX/UI / Product Designer

5+ years of UX/UI expertise, using customer insights to design digital experiences that users have said were “absolutely unbelievable” and “very intuitive”.

## Work experience

### UX/UI Designer @ Bryte (e-commerce/broadband)

February 2024 - April 2024

#### Freelance

Audited competitor websites to design an e-commerce website allowing customers to compare and purchase broadband plans.

### Sabbatical

February 2023 - February 2024

Focused on personal growth and gained a better understanding of the technical feasibility of designs by working with my partner who is a software developer to build a passion-project app.

### Product Designer @ Halter (ag-tech/ scale-up)

June 2021 - February 2023

#### Full-time

- Utilised academic research and user interviews to streamline a daily task for our customers, resulting in a redesign that increased customer satisfaction of this part of the product by 26%.
- Facilitated user interviews, wireframed a variety of UX explorations and user tested a Figma prototype to create an in-app flow that streamlined the onboarding process, making it 16% faster for customers who onboarded after the release of these designs.
- Conducted usability tests to validate my designs of a new feature that made it easier for customers to find the information they needed, resulting in 40% more engagement of this area of the app.

### UX/UI Designer @ Spark (NZ's largest telecommunications company)

March 2021 - June 2021

#### Fixed-term

Created user journey maps to identify user needs when changing phone plans and conducted user testing to validate these web UX/UI designs.

## Skills

Journey mapping	Figma
Wireframing	Miro
Ideation workshops	Adobe
User testing	Prototyping
User interface design	Personas

## Education

2018 - 2020

Bachelor of design, Auckland University of Technology  
Majoring in UX/UI

## Find my work

**Website portfolio**  
[graciesharkey.com](http://graciesharkey.com)

**LinkedIn**  
[linkedin.com/in/gracie-sharkey](https://linkedin.com/in/gracie-sharkey)

**Behance**  
[behance.net/graciesharkeydesign](https://behance.net/graciesharkeydesign)

## Contact me

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**Relocating to Melbourne from New Zealand**

## **Graphic Designer @ Deadly Ponies (high-end fashion label)**

March 2018 - March 2019

### **Intern**

- Hand-drawn illustrations for their e-commerce store
- Social media content (instagram stories, GIF's, EDM's)
- Product photography
- Photoshoot assistant
- Photo editing

## **Graphic Designer @ Nicole Rebstock (fashion brand)**

November 2019 - December 2019

### **Freelance**

- Monogram logo design
- CAD (3D computer modelling)

## **Graphic Designer @ Life (charity)**

June 2019 - July 2019

### **Volunteer/ lead designer**

- Signage design
- Merchandise design