Victoria Axt
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Creative and analytical Product Designer with a passion for crafting user-centered digital experiences. Proven track record of leveraging user research, prototyping, and iterative design processes to deliver impactful solutions.

Product Designer

Discovery Education, Mystery Science | Oct 2021 - Present

- **Documented All Mystery Science Designs & Interactions**: Developed a comprehensive design & interaction system that streamlined migration as the Mystery Science product was moved to the Discovery Education backend, enhancing consistency and user experience across all digital products.
- **Spearheaded Continuous Discovery Research:** Established recruitment, interview, and research repository organizational tools to increase user research to elevate the user voice in company decisions, driving product improvements based on user insights.
- **Revamped Texas landing page:** Conducted user surveys and interviews to identify unique Texas value propositions, resulting in a tailored landing page that improved usability for Texas-specific users.
- **Created a Printed Design System:** Developed an accessible printed design system, enabling non-design staff to create branded materials efficiently, reducing design requests and improving workflow efficiency.

Freelance UX Designer

Self Employed | Jun 2020 – Oct 2021

- Partnered with clients to identify business challenges and develop UX strategies that enhance user experiences.
- Conducted comprehensive user research and competitive analyses, translating insights into wireframes and prototypes.
- Facilitated user testing sessions, iterating designs based on feedback to refine product functionality and aesthetics.
- Delivered impactful presentations of prototypes to stakeholders, providing actionable recommendations grounded in user data.

Explore! Community School

Lead Teacher | Jun 2016 – Jun 2020

- Developed and implemented innovative, project-based curricula, resulting in an 88% proficiency rate in mathematics among students.
- Designed and facilitated professional development sessions for educators, increasing teacher retention by 43%.
- Fostered a collaborative learning environment that promoted compassion and promoted student growth and achievement.

EDUCATION

- **CareerFoundry** – Certificate in User Experience Design | 2020 – 2021
- **Marian University** – Master's Degree in Education | 2013 – 2015
- **University of Minnesota** – Bachelor of Arts in International Relations & Political Science | 2010 – 2013

TOOLS & SKILLS

Figma | Asana | JIRA | Slack | Google Suite | Microsoft Office Suite **|** User-Centered Design | Wireframing | Prototyping | User Research | User Testing | Interaction Design | Journey Mapping | Product Strategy | Survey Creation | UX Writing | A/B Testing | User Interview Design | Information Architecture | Marketing Strategy