

VICKIE CULBERTSON

design@vickieculbertson.com | 410.458.0904

EDUCATION

General Assembly

New York, NY
UX Design
Spring 2014

Noble Desktop

New York, NY
HTML 1 Certificate
Winter 2012

Maryland Institute College of Art

Baltimore, MD
BFA Graphic Design
May 2005, Cum Laude

Central Saint Martins College of Art and Design

London, England
Study Abroad
Honors Graphic Design
and Advertising, Fall 2003

SELECTED CLIENTS

O at Home Magazine,
The Talon Group,
Chillingworth/Radding
More available upon request

SKILLS

UX Design

Content Strategy, Prototyping,
Wireframing, Personas, User
Interviews, Usability Testing,
User Flows, UI Design,
Information Architecture,
Sketching, HTML, JavaScript

Graphic Design

Art Direction, Image and Color
Retouching, Typography,
Photographic Art Direction

TOOLBOX

UX Design

Sketch, Omnigraffle, inVision

Graphic Design

Adobe CS: InDesign, Illustrator,
Photoshop, Bridge, Acrobat Pro,
Dreamweaver

Products

Project Management, Sprint
Planning, Product Strategy

EXPERIENCE

Lead Product Designer, IBM DSx, Watson Data Platform *Austin, TX, Winter 2017–Present*

- Leads team of designers, researchers, and front end developers on cloud based offerings for IBM Watson Data Platform, including but not limited to bCharts, Hortonworks, and DSx
- Aids in facilitation of Design Thinking workshops within small teams and product work

Lead Product Designer, IBM DSx and ILG *Austin, TX, Fall 2016–Winter 2017*

- Lead two teams of designers, researchers, and front end developers on cloud based offerings for IBM Watson Data Platform: Data Science Experience (DSx) and Information Lifecycle Governance (ILG)

Advisory Product Designer, IBM ECM *Austin, TX, Winter 2015–Fall 2016*

- Lead user interviews, empathy mapping, and discovery around a platform based solution
- Guides junior designers to expected outcomes and deliverables; drives global calls to align teams on Enterprise Content Management (ECM) products
- Implemented strategies around folder structure, annotations, and screen numbering; general structure for filing and templates; as well as general design processes

UX Designer, Fuzz Productions *New York, NY, Winter 2014–Winter 2015*

- Applied creative background to wireframing, content strategy and maps, user flows, user interviews, competitive analysis, research, persona creation, prototyping, and usability testing
- Worked with project managers, developers, and visual design teams, as well as clients, to execute the best experience for mobile apps (iOS/Android) and web projects

Art Director, Estée Lauder *New York, NY, Spring 2007–Winter 2014*

- Prepared global advertisements for release to agencies and reviews proofs from vendors to assure accuracy and brand consistency
- Worked with retouchers to achieve brand color standards and adhesion of photography
- Directed agencies in retouching of model and product photography
- Created advertisements, scent strips, outdoor, and in-store print collateral for mechanicals, while coordinating art for Global Creative Department

Jr. Experience Designer, Katzenbach Partners LLC (now Booz and Co.)

New York, NY, Spring 2006–Spring 2007

- Managed projects, design execution, and art direction of other designers and temps, while managing and training intern
- Successfully conducted meetings with management consultants and firm members to achieve design solutions that enhanced overall user experience for clients such as Bell Canada, T-Mobile, Telstra, and in-house teams

Graphic Designer, National Geographic Adventure Magazine *New York, NY, Fall 2005*

- Designed layouts for various sections and illustrated icons and maps for use in layouts
- Scanned and edited photography and artwork

INTERNSHIPS

Patchwork Consulting *Baltimore, MD, Summer 2004*

Baltimore REACH *Baltimore, MD, Fall 2004*

Printing Corporation of America *Baltimore, MD, Summer 2003*

ACTIVITIES

AIGA Member *2004–Present*

Expert in Residence, UX Design Course, General Assembly *Spring 2015*

NYC UXPA Mentorship Program *Spring 2015–Fall 2015*

Teaching Assistant, Professional Practice for Graphic Designers, MICA *Spring 2005*

FORMICA:MICAzine; Volume 5, MICA *Spring 2003*