

LINDSAY GERARD

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I'm a UX/UI designer based in Dallas, Texas with over 7 years of experience in web design and more than 5 years specializing in UX and product design. I bring a strong blend of strategic thinking and creative execution, known for being highly organized, detail-driven, resourceful, and an effective communicator.

EXPERIENCE

Neighorly | Irving, TX

September 2023 - Present

Product Designer

- Currently designing solutions and optimizing workflows for Neighborly's digital portfolio of 30+ service brands and its internal SaaS platform, Onverity
- Recently led several projects to optimize the lead flows for Mr. Appliance, Junk King, and Window Genie to increase digital leads
- Actively contributes to and manages Neighborly's design system that consists of over 100 versatile components
- Collaborates with project managers, developers, and stakeholders to solution enhancements to existing digital products and streamline design processes from discovery to handoff

Stena Group LLC | Salt Lake City, UT (Remote)

December 2022 - September 2023

Senior Web Designer

- Lead the design and development of high-quality websites by creating wireframes, prototypes, and designs that align with brand standards and user needs.
- Contributed to internal processes for defining design requirements for new and existing web experiences
- Collaborated with cross-functional teams including developers, marketers, and stakeholders to translate business goals into engaging digital experiences.

Infinite Digital | Dallas, TX

May 2018 - December 2022

Associate Web Director

- Lead the redesign of the company's internal sales portal using applied UX/UI principles to identify pain points and optimize key user flows
- Mentored a lean team of 2 junior web designers by providing feedback and ensuring consistency in visual and interaction design across projects.
- Collaborated with leadership to optimize website products and processes, which led to a 175% increase in website orders for the company

Web Design Manager

- Designed websites and one-time landing pages to increase digital presence for small businesses and highlight short-term initiatives, campaigns, and offers for business owners
- Compiled a digital handbook containing all web development trainings and onboarding materials

SKILLS & TOOLS

Web Design

UX/UI Design

Prototyping

Design System Management

Usability Testing

Graphic Design

Figma

Adobe Creative Suite

WordPress

Webflow

EDUCATION

University of Washington at Seattle

September 2013 - June 2017

BA in English Language & Literature

Minor in Japanese

University of Washington at Seattle

March 2021 - August 2021

Certification in UX & Visual Design