

PHELAN

UX Researcher

Phelan.sage@gmail.com

PhelanSage.com

EDUCATION

University of Colorado, Boulder
M.S. *Creative Technologies and Design*

University of Colorado, Boulder
B.S. *Spanish Language & Literature*
Minor *Technology, Arts and Media*

MEMBERSHIPS & AFFILIATIONS

- Semester at Sea
- UXSTRAT Conference
- T9 Hacks

SKILLS

- Adobe Illustrator
- Adobe InDesign
- Adobe XD
- Interaction Design
- User Centered Design
- User Experience Writing
- User Flow
- User Interviews
- User Testing
- Wireframes

EXPERIENCE

Digital Marketing Associate *Sept 2018 - March 2020*
Goldbug Inc.

- Write compelling copy for website and social media
- Evaluate marketing plans, such as budgets, partner research and product selection
- Confer with Product Managers to ensure successful launches

Website Design *Aug 2017 - Mar 2019*
Freelance

- Formulate basic layout design, present to clients and execute final decisions
- Establish a web presence and promote brand awareness
- Create designs, concepts and sample layouts, based on knowledge of design principles

Marketing Intern *Mar. 2018 - July 2018*
Pure Financial Advisors, Inc.

- Assist with events for clients and leads
- Compose weekly and monthly email newsletters
- Research and apply for awards and recognition

Media Specialist & Assistant *Jun 2015 - Jun 2017*
D'luxe Designs

- Design and maintain a user-friendly website allowing customers to contact and custom order bathing suits
- Communicate with customers via email
- Prepare for end of season photoshoots