



TREYTON
WOFFORD

UX DESIGNER

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🌐 [Portfolio](#)

in [Linkedin](#)

BIO

A UX Designer/Researcher based in Atlanta, Georgia. I'm a creative thinker, and always attentive when it comes to details.

I have a deep sense of empathy, which fuels my passion to craft honest and meaningful experiences for people. I embrace experimentation and I'm not afraid to be wrong.

SKILLSET

Personas
User Journey
User Flow
Sitemaps
Surveys
Interviewing
Heuristic Evaluation
Usability Testing
Card Sorting
Affinity Diagram
Wireframing

TOOLS

Optimalworkshop
Adobe XD
Figma
FlatIcon
InVision
Zoom
Axure

RECENT PROJECTS

Hard Rock Hotel | Engagment App

Developing an app that enhances the users experience for concert-goers. It's purpose is to gamify the user's experience when sharing on social media. Those points would be used for tickets and purchases.

>> *user surveys, user journey, persona-building, usability testing*

Holistic Health | A Website Redesign

Redesigning of a website's information architecture to help users navigate easliy and faster throughout the website.

>> *usability testing, competitve analysis, card sorting*

RELEVANT EXPERIENCE

Thinkful

UX/UI Design Student

- Conducting User Ressearch and present findings that'll influence the design of the product
- Produce deliverables that'll best represent the design process
- Creating solutions that aligns with the problem statement

NSF Research

Research Assistant Intern

- Assisting in gathering and documenting research results
- Conducting Focus Groups to determine the psychology of how people interact with autonomous vehicles in their daily lives
- Participating in conferences such as DBSec'19 and 6th Annual UTC Conference

EDUCATION

University of Advancing Technology, 2020 | BS, Human-Computer Interaction(HCI)