


Logan Ruscick

UX Designer

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 551-795-6372

 Brooklyn, New York

UX DESIGN PROJECTS

UX Design Lead/ Project Manager

JULY-AUGUST 2023

Country House Concierge Website

- Revamped website UI to modernize and simplify bringing a more professional look to the client's site
- Constructed website information architecture to segment website information into organized sections to remove user confusion and friction
- Elevated user trust and company credibility with updated designs, and added testimonials backed by user testing

UX Design Co-Lead/ Project Manager

APRIL-MAY 2023

ValuesAdvisor Website

- Interviewed 12 high net wealth individuals to gain insights into attitudes toward advisors
- Implemented user centric solutions to copy, including simplifying complex terms, and humanizing advisor bios
- Redesigned website to emphasize themes of trust and transparency

UX Design Lead/ Project Manager

MARCH-APRIL 2023

Home Harvest Mobile App

- Designed Hi-Fidelity prototype with 100% success in User Flow
- Synthesized Research from 19 surveys and 9 user interviews to gain insights
- Conducted 9 usability tests to iterate final design

EXPERIENCE

Marketing Associate

MARCH-AUGUST 2022

Boys and Girls Club

- Managed multiple Social Media pages and branch website to create a consistent online presence
- Created content including flyers, social media posts, and brochures to increase engagement
- Executed and designed 2021 annual report to inform and recognize donors

SUMMARY

A creative and strategic User Experience Designer with a background in Marketing, Visual Art, and Graphic Design

STRENGTHS

Design

User Interface Design
Rapid Prototyping
Interaction Design
Digital Wireframing

Research

User Interviews
User Research Synthesis
Affinity Mapping
Personas

Tools

Figma
Adobe Suite
Optimal Workshop
Slack

Soft Skills

Project Management
Critical Thinking
Problem Solving
Collaboration

EDUCATION

UXDI Certified | 480 hours
General Assembly

B.S. in Marketing

Minors: Visual Art &
Graphic Design

Roger Williams University