

Lindsey Oliver

Product Designer

EXPERIENCE

Product Designer at Battleface

December 2021 - May 2022

I worked as a Product Designer on our Travel Enablement team with a focus on upskilling travelers and making travel easier in order to familiarize users with our brand and the importance of travel insurance.

- Created user journeys, screen designs, and interactive prototypes that built off of existing brand assets.
- Held regular user interviews with travelers to research experiences with travel insurance and the stress of travel gone wrong.
- Co-facilitated design and creative thinking exercises with team to define our ethos and identify the problems we wanted to solve.
- Collaborated with developers on implementation, scope, and identification of technical restraints.
- Adopted in-progress redesign of mobile application and oversaw compliance approval, app release, and build iteration.
- Designed and implemented a new tool to keep users informed of international travel restrictions and requirements for Covid-19.

Designer at Untappd

September 2016 - October 2021

I worked on product design and front-end development for the Untappd for Business (UTFB) software as a service.

- Shipped and launched new Contactless Tools to make beer menus easily accessible via QR codes for a safer experience.
- Designed and completed front-end development for 1000+ custom digital board and print menu templates for display in venues globally.
- Presented ideas, restraints, and coded templates to Whole Foods design and executive leadership to successfully win partnership.
- Maintained and updated a design system by building new components and writing code for quick implementation.

Social Media Intern at UNC Health Care

May 2014 - May 2015

- Wrote Facebook and Twitter posts each day to increase interaction with community.
- Shared news, profiles, personal interest stories on social media.

🏠 Charlotte, NC
📞 (704) 578-4334
✉ Lcolive9@gmail.com
📁 lindseyoliver.com
🌐 <https://www.linkedin.com/in/lindsey-oliver/>

EDUCATION

University of North Carolina at Chapel Hill

B.A. in Media and Journalism -
Multimedia
B.A. in Women's and Gender Studies
2012-2016

Danish Institute for Study Abroad

Summer 2015

SKILLS

Figma, Figjam
HTML/CSS, eRuby, Sass, Slim
Adobe Illustrator, Photoshop, InDesign
UX/UI, User Testing
Github, Jira, Notion, Slack, Zoom
Design principles, typography, color
Accessibility/a11y

OTHER

Match Official

Southeast Rugby Referee Society
USA Rugby Sevens High
Performance Pathway
USA Rugby South Regional
Development Group
National Intercollegiate Rugby
Association

Member

USA Rugby Referee & Laws
Committee
Diversity, Equity, and Inclusion
Subcommittee