# CHELSY ALBERTSON

**UX DESIGNER**

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## PROFESSIONAL SUMMARY

UX Designer with 5 years of experience designing digital products across education, startup, and small-business environments. Skilled in Figma-based wireframing, prototyping, and mockup creation, with a proven ability to take designs from early concept through iterative refinement based on usability research. Experienced contributing to and maintaining shared design and content systems that keep large, cross-functional teams consistent at scale. Combines strong research fundamentals (usability testing, card sorting, tree testing) with hands-on UI craft, translating findings directly into wireframes, prototypes, and polished interfaces. Comfortable owning design end-to-end on agile, cross-functional teams and presenting work to stakeholders.

## CORE COMPETENCIES

**UX/UI Design:** Wireframing, Mockups & High-Fidelity Prototyping, Interaction Design, Rapid Iteration, Design Systems & Component Libraries, Information Architecture

**Research & Validation:** Usability Testing, Card Sorting, Tree Testing, Competitive & UX Audits, Surveys, Research Synthesis

**Collaboration & Process:** Agile/Scrum, Cross-Functional Collaboration, Stakeholder Presentation, Project Management

**Accessibility & Inclusion:** Digital Accessibility Best Practices, Inclusive Design, Plain-Language UX Writing

**Languages:** Bilingual — English & Spanish

## TOOLS & PLATFORMS

**Design & Prototyping:** Figma (wireframes, prototypes, component libraries), Sketch, InDesign, Canva, Adalo (no-code app prototyping)

**Research & Testing:** Optimal Workshop, Qualtrics, Google Analytics 4, Tableau

**Collaboration:** Miro, Mural, Jira, Confluence, CMS platforms

## PROFESSIONAL EXPERIENCE

**Senior UX Content Designer, Researcher, & Designer** | University of Colorado – Boulder *2023 – Present*

- Design and iterate on Figma wireframes, prototypes, and UI flows for the student portal and university-wide digital properties used by a large, diverse student population.
- Contribute to and help maintain a shared, university-wide design/content system, keeping components, patterns, and terminology consistent across student-facing tools.
- Run usability studies, card sorts, and tree tests to validate navigation, layout, and information architecture, then rapidly iterate designs based on findings.
- Build and present interactive prototypes and design mockups in Figma to cross-functional partners and university stakeholders for review and sign-off.
- Partner with an agile team of engineers and designers to ship design updates on a recurring release cycle.
- Apply accessibility and plain-language best practices to interface design, making complex university processes easier for students to complete.

**UX Designer (Independent Practice)** | Freelance *2010 – Present*

- Design and prototype websites and product flows in Figma for small businesses across industries, from wireframe through high-fidelity mockup.
- Audit existing UX and content, identifying structural and usability gaps, and deliver prioritized, mockup-supported recommendations.
- Iterate designs across multiple rounds based on client feedback and user testing to refine layout, flow, and clarity.

- Apply digital accessibility best practices across visual and interaction design to improve usability for all users.
- Gather and synthesize user feedback through interviews and surveys to inform design decisions and success metrics.

**UX Designer & Researcher** | Jumpsuit *2022 – 2024*

- Led an e-commerce website redesign in Figma for robertallenhg.com, building wireframes and prototypes and iterating on product and navigational design.
- Conducted usability studies for getspruce.com, pinpointing friction in the interface and iterating on design and labeling to resolve it.
- Performed competitive and UX audits for behavr.com, benchmarking layout, structure, and design patterns against industry standards.
- Partnered with product, design, and engineering stakeholders across multiple client engagements to align design decisions with business goals.
- Presented design mockups and prototypes directly to client stakeholders, translating research findings into concrete interface changes.

**UX Designer & Researcher** | Muud *2022 – 2023*

- Designed all UI screens and in-app flows for a pre-launch mobile application, shaping onboarding, navigation, and interaction design.
- Built and rapidly iterated mockups and prototypes in the no-code platform Adalo to support fast testing cycles ahead of development.
- Planned and conducted usability testing interviews, using findings to iterate on layout, flow, and task design.
- Collaborated closely with startup leadership to align design decisions with product strategy under tight timelines.

**UX Designer & Researcher** | FleetOps *2021 – 2022*

- Designed the company website in Figma end-to-end, from wireframe through final visual design, aligning UI with brand and usability standards.
- Led UX research — interviews, surveys, and synthesis — to directly inform design iteration and product decisions.
- Owned the complete application design lifecycle from concept through final, polished UI.
- Served as the primary UX resource for the organization, balancing research, design, and stakeholder communication.

## EDUCATION

**Master of Arts, Communications** — Purdue University, 2021

**Master of Education, TESOL** — Grand Canyon University, 2011

**Bachelor of Arts, Spanish** — Ball State University, 2008

## CERTIFICATIONS

UX Design Certificate — Google (Coursera), 2021

AI Professional Certificate — Google (Coursera), 2026