

Chloe Fern Latham Mason

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UX Designer

I am a UX Designer with 5 years of design and creative problem-solving experience, excited to translate my experience and care for others to **accessible, delightful design**. My passion lies in helping others and **making the world a better place - one design at a time**.

UX Projects

UX Designer | BaristaValet | Mobile Application Redesign | 01/2022

- Identified possible areas for improvement on the existing product using a heuristic evaluation as well as locating areas of the market that can either be improved upon within the redesign or features that need to be implemented in the product.
- Devised multiple iterations of updated clickable prototypes using Figma. Evaluating the performance of each iteration of mid-fi and high-fi design after multiple rounds of testing to deliver an MVP for the client.
- Succeeded in delivering a final BaristaValet prototype, with recommendations for next steps, further updates, and performance evaluations among the current BaristaValet customers.

UX Designer & Project Manager | PFuel | Mobile App | 12/2021

- Evaluated user interview and usability testing results to draw conclusions on potential updates in user pain points with the prototype.
- Headed creation of UI specification document using Zeplin to guide developers through application features.
- Delivered high-fidelity prototype of PFuel app design, along with a UI specification document in order to pass along to partner and development team.

Skills & Tools

UX Design | Wireframing, Prototyping, Spec Doc, Design, Style Guide, Site Mapping, User Flow, User Interface

UX Research | Usability Testing, User Interviews, Affinity Mapping, Business Model Canvas, Persona, Heuristic Evaluation

Tools | Figma, Miro, Optimal Workshop, Keynote, Microsoft Office, Google Suite, FigJam, Zeplin

Education

UX Design Immersive |
General Assembly | Remote |
02/2022

Bachelors of Fine Arts, Theatre |
University of Utah |
Salt Lake City, UT | 04/2020

Professional Experience

Optician | Bellevue Vision Clinic | Bellevue, WA | 08/2020-12/2021

- Facilitated the training of two new team members on sales, repairs, and purchasing frames. Operated with staff to order, edge, & mount lenses.
- Generated and maintained front and back end consumer relationships with both clients and manufacturing representatives.
- Maintained the \$350,000 frame inventory - by prioritizing manufacturer rep. meetings, purchasing inventory, and updating existing database.

Production Management Assistant | Univ. of Utah | 01/2018-04/2020

- Collaborated with the Production Manager on creating and balancing ~\$120,000 budgets for department season and productions. Created the schedule for the overall season including meetings and deadlines.
- Led the student employee team of 10-15 during the creation and editing of handbooks, policies, and forms for the department of theatre.

CFLM