GRACE HALL
User Experience Designer

UX Designer with a master's in entrepreneurship and bachelor's in game design. Skilled in web design, user testing and creative design. Brings interactive storytelling, user psychology, and iterative testing to build engaging digital experiences. Committed to creating innovative and seamless experiences for all users.

Contact

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Portfolio
https://gracehalldigital.com/

Address
Cincinnati, Ohio
Remote

Education

MD - Emerging Technology & Entrepreneurship
Miami University
2024 - 2025

BS - Games & Simulations
Miami University
2020 - 2024

Skills

- User Journey Mapping
- A/B Testing
- User Research & Analysis
- Wire framing & Prototyping
- UCD (User-Centered Design)
- Cross-Team Collaboration

Tools

- Canva
- Figma
- Adobe Creative Suite
- Google Analytics
- Notion

Professional Experience

Present - 2024

Co - Founder
BuzzBrand I Remote, based in Ohio
- Utilized Canva to create branding assets and campaign material for social media content
- Built email, social media, and marketing campaigns for company
- Worked with and improved Genesis Training Center website rank & SEO score by 70%
- Improved UX experience for 2 sites with more to follow

Encounter Designer - Elder Scrolls Online
Zenimax Online Studios | (Remote) Rockville, Maryland
- Balanced and designed player experiences using internal tools and combat data for over 1M players across 3 DLCs.
- Conducted playtests and meetings to gain feedback and reiterate designs.
- Cross-collaborated with multiple teams daily to create encounters that increased player engagement.
- Worked on and released 6 content updates on a live service game

2022

Market Researcher
American Heart Association | Remote
- Researched metaverse and VR space for how to integrate health into technology.
- Surveyed eSports teams & target audience for feedback on promotion strategies and engagement.
- Created reports based on data suggesting action plans for promotional and market strategies.
- Behavior testing with wireframes and watching how users react, proceed, and pain points.

Projects

App Mockup
ReColor - Habit Tracker
- Conducted interviews to determine biggest issues of college students.
- Designed rough drafts and ran usability tests for behavior feedback.
- Made lo-fi/hi-fi designs of app mockup based on feedback.
- Used Figma to mockup workable prototype of final product.

Site Redesign
Spotify
- Ran preliminary interviews on users
- Chose major issues based on feedback and created redesigns for solutions
- Conducted usability interviews and iterated based on feedback
- Used Figma to create a mock up of the final redesign