

SEAN PACKWOOD

• Product Designer •

ABOUT ME

I'm a Los Angeles-based UX Designer dedicated to improving design through research. I balance customer advocacy with business goals, driving results like higher conversions and engagement. Visual design plays a crucial role in shaping user experiences, and I ensure it complements functionality to create intuitive, appealing interfaces. By combining data-driven insights, I create user-centered designs and enjoy sharing findings with others. UX is a field of continuous learning, and I embrace every step of the journey.

EDUCATION

- General Assembly
UX/UI Immersive Designer
Product Management
Full-stack Immersive Development
- California State University
History - 3 Years
- El Camino Community College
Associate Arts - 2 Years

EXPERIENCE

Hornblower Group - UX Designer

January 2023 - October 2023

Redesigned City Experiences Website/Mobile - Homepage, Product Page, Checkout, Rewards Program Dashboard.

- I saw a significant increase in completed checkouts after checkout redesign.
- Increased revenue by 300% compared to last four years in the same 3 months starting the date of new design launch.
- Worked with multiple teams to meet business requirements, including stakeholders, engineers, marketing, customer service, etc.
- Updated site to be more ADA compliant.

Packwood Marketing Agency - UX/UI Designer

January 2020 - Present

I provide UX auditing for websites to small and medium-sized businesses. My goal is to help companies survive by educating them about the positive impact of customer experience design.

- I've helped platforms decrease bounce rates by setting up systems to monitor customer frustrations.
- Increased conversions and revenues by streamlining the checkout flows.
- Increased time on pages that warranted it by sharing relevant information with customers.

SKILLS

Visual Design
Interaction Design
Sketching
Card Sorting
HTML
CSS
Javascript
Wireframing
Prototyping
Typography

RESEARCH

Information Architecture
Persona Development
Storyboarding
User Interviews
Competitive & Comparative
Data Analysis
Usability Testing

TOOLS

Figma, Sketch, InVision
Axure, Adobe Creative,
Microsoft Suite,
Google Suite, JIRA,
Google Analytics,
Crazy Egg, Tableau