

# Ethan Beverly

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## Experience:

### The Scotts Miracle-Gro Company

Sr. UX Designer | *April 2023 - Present*

- Managed and oversaw all designs produced by external agency for the Aerogarden App redesign project
- Leads migration of Design System from Sketch to Figma
- Creates end-to-end designs for 12+ SMG websites and 1 mobile application

UX Designer | *March 2021 - April 2023*

- Creates end-to-end designs for 12+ SMG websites and 1 mobile application
- Contributed to launching, creating, and maintaining a growing Design System that serves as the blueprint for 12 unique sites
- Leads and executes various stages of the design process including user flows, wireframes, prototypes, and high fidelity mockups
- Works and communicates closely with research, analytics, brand teams, product management, and development to achieve business goals
- Supported the migration of legacy websites to the Salesforce platform
- Assists with research and runs/analyzes usability testing through User Testing

### NFL

Sr. Live Content Coordinator | *2019 - 2021*

- Attended home Cleveland Browns games as well as local, non-gameday events, capturing content for official NFL social platforms

### OCLC

UX Design Intern | *Summer 2018*

- Created sketches, user flows, wireframes, and high fidelity mockups while redesigning the login experience for WorldCat, the largest online library in the world
- Collaborated closely with management and development to understand project parameters and limitations

### Nationwide Insurance

Interactive Design Intern | *2017 - 2018*

- Assisted with website design and the production of innovative training modules
- Created associate training courses through the use of podcasts, video, motion graphics, and graphic design

### Ohio State University

Graphic Design Intern | *2016 - 2017, 2018 - 2019*

- Created designs and assisted with the branding/rebranding of 45 student organizations through The Office of Student Life and The Office of International Affairs

## Education:

### Bachelor of Fine Arts

The Ohio State University

## Tools:

Sketch

Figma

Abstract

Zeplin

UserTesting

Adobe CC

JIRA

Confluence

## Certifications:

UserTesting Foundational Certificate

Credential ID: LP917)

## Honors:

Spoke at Ohio State University's UX Community Organization in 2022 to highlight the importance of iterative user testing