COURTNEY STUBBERT
---
courtney@courtneystubbert.com
linkedin.com/in/courtneystubbert
541.513.8779

ABOUT

I'm a UX design lead specializing in team management and project strategy with 25 years in design.

PROJECTS

Digital ID team, VA.gov, for Ad Hoc (Oct 2023 – Present)
Served as UX designer supporting creation a feature on VA.gov to help Veterans get discounts at retailers and services.
· Advised team on patterns and best UX and accessibility practices; Led team through concepting workshops, assisted research efforts, and provided wireframes and UI design working within the VA Design System.
· Feature MVP was previously only available on the mobile app. Our addition test-launched Feb 2024 and had immediate traction. Analytics pending.

Louisiana Department of Agriculture and Forestry site redesign, for Ad Hoc (Dec 2022 – Oct 2023)
Design Lead overseeing UX team including myself, a researcher and content designer; Supported complete migration and redesign of LDAF website.
· Led weekly UX syncs, organizing team duties into swim lanes and working with product manager to align team-wide efforts. Mentored design team through 1:1s and advocated for their work throughout project. Led sprint rituals when product manager was absent.
· Created wireframes, prototypes and a WCAG AA compliant design library built leveraging USWDS, led workshops, helped guide product strategy and client interactions, presented work to clients and led client-facing work sessions.
· **Improved user confidence from 33% to 96%, Findability increased from 50% to 100%, and improved the overall Google Lighthouse performance score from 45% to 98%.**

PAN Foundation, for Ad Hoc (Apr 2021 – Nov 2022)
Lead UX designer on a team transitioning a legacy healthcare industry platform to a new tech stack and redesign; Art director managing a designer during component library creation; Served as interim product manager during team transition.
· Designed all UX patterns and a full, WGAC AA-compliant UI component library. Supported maintenance and improvement sprints on legacy platform in parallel with new build.
· Designed and produced clickable prototypes for both patient and professional portals, accounting for UX/UI and accessibility differences.
· Participated in strategic planning and client interactions through collaboration, ideation and presentations in all phases of research and design.

PROFESSIONAL EXPERIENCE

UX Design lead, Ad Hoc, LLC, Apr 2021 – Present
Projects: VA.gov, LDAF.la.gov, PANfoundation.org
Served as Design lead supporting product roadmaps, strategic planning, client management and assisted in bidding process for new work. Supported delivery building UX/UI prototypes and component libraries.

Senior UX Designer, AHM Brands, July 2017 – Apr 2021
Projects: Bushnell.edu, HopValleyBrewing.com, Paktech-opi.com, Ancorapublishing.org; Developed the UX role and a detailed web design process for the agency; Provided digital strategy, user research and brand-adherent UX/UI design assets for multiple website redesigns.

○△□

Owner/Creative director, Artsdigital.co, Aug 2013 – Apr 2021
– Full-time design studio from 2014-2017, freelance practice 2017-present.
Projects: GMA Architects, ISTE.org, Spirit of 21 app, MyMuse Health app, City of Eugene
Parking Services Department, Syndicate Publishing, Upstart Crow Publishing;
Improved website UX/UI, developed brand identities and created graphics and illustration
for startups and established clients across healthcare and science industries, arts & culture
nonprofits, architecture, and civic government.

Executive Director/Co-founder, Eugene Contemporary Art, Feb 2011 – Aug 2023
Established and grew an advocacy mission of supporting regional contemporary artists
through multiple transitions and locations. Led transition to 501c3 nonprofit status in 2020
and won nearly $200k in grants in a two year period. Curated over 20 exhibitions, funded
$8000 Kickstarter, organized artist membership and managed volunteers in running of
physical spaces.

Creative Director, Imagination International, Inc., Aug 2007 – Aug 2013
Brands: Copic Markers, Copic Color, Lightbeam Inc., Tales of Amalthea;
Oversaw transitions across web 2.0 and 3.0 by creating UX/UI design standards and
managing product development for e-commerce, social media and art education platforms.
Grew team of one to seven creatives across multiple brands for digital and print.