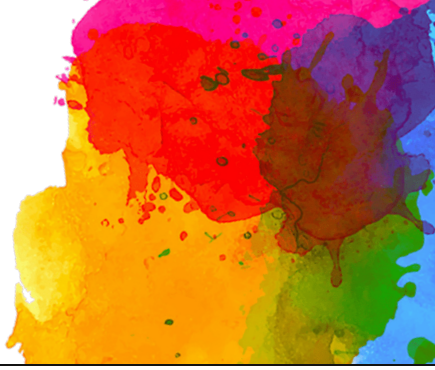# Audrey Hamilton McHugh

Skilled product designer, UX/UI designer, and strategist crafting engaging digital experiences aimed at serving the full spectrum of human needs.

Healthcare patient-driven product design

Sr. Product Designer, Ochsner Health

May 2023 - Present

Redesigned the sign-up portal flow to improve drop-off rates and increase participation in the Digital Medicine app. Created a series of templates for the health coaching initiative to engage and educate patients on how best to manage their health. Implemented a design system for the Digital Medicine app and other enhancements, all focused on improving accessibility and consistency.

Human-centered UX/UI design and management

Associate Creative Director, Centretek

Feb 2016 - Apr 2023

Managed and mentored the creative team and led large-scale and high-functionality website redesigns, implemented user research and usability testing, structured and organized information architectures (IA), developed project requirements to document functionality and design, and collaborated with team members across all disciplines.

Freelance UX/UI design & graphic design

Designer, Audrey Hamilton Design

July 2014 - Present

Create branding materials (logo, print, brand identity), package design, and UX/UI and web design for over 35 clients. Industries include, but not limited to: non-profits, health and wellness, wealth management, music and arts, culinary services, and education.

Art non-profit organization management

Assistant to the Executive Director, Art with a Heart

May 2010 - Apr 2015

Managed the daily production of a non-profit organization by gaining and maintaining supporters, planning the annual fundraiser, proactively redesigning the website, and organizing the schedules of employees, contractors, and the Executive Director.

Management of multifaceted music program

Music Dept. Technical Assistant, St. Mary's College of Maryland

Sep 2008 - May 2010

Served as the point of contact for students, music professors, and guest musicians for the college's music department by scheduling and administering concerts, managing a team of interns, and running the annual summer concert series.

Education

**Parsons School of Design
The New School**

Certificate, Graphic and Digital Design

2016 - 2017

St. Mary's College of Maryland

BA in English, Music, Environmental Science

2004 - 2008

Skills

Design

Product Design

UX/UI Design

Wireframing

Prototyping

User Research & Testing

User Flows & Journeys

HTML & CSS

Brand Identity

Art Direction

Tools

Figma

Sketch

Axure RP

InVision

Zeplin

Adobe Creative Suite

Miro

Keynote

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