

Avery Roeser

Product Designer | UX Research, Prototyping & Iterative Testing

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Wheeling, WV

Professional Overview

End-to-end product design experience spanning a mobile-first capstone redesign and a high-volume presentation system at Barclays. Comfortable running the full research-to-prototype cycle: interviews, surveys, usability testing, and iterating based on what actually breaks for users. Currently pursuing an M.S. in Human-Computer Interaction to deepen that research foundation.

Work Experience

Product Designer @ PeopleGrove | *March 2026 — September 2026*

- Led a 6-month capstone redesigning a desktop app into a mobile-first product, coordinating a 3-person team via FigJam
- Ran user research (surveys, empathy mapping) to identify desktop workflow gaps and inform mobile-native patterns
- Prototyped and tested mobile UI flows in Figma, validating navigation through usability sessions

Visual Designer @ Barclays (RRD) | *November 2024 — March 2026*

- Owned quality control for a high-volume regulatory presentation team, sustaining zero errors across every review cycle
- Restructured dense financial content into scannable slide systems using visual hierarchy and IA principles
- Tracked workload data to find bottlenecks and rebuilt team workflow, improving turnaround time
- Built and ran "Make IT Pop 2.0," an internal design training program, from needs analysis through feedback-driven iteration

Computer Services Specialist @ State Library of Ohio | *May 2024 — November 2024*

- Designed and ran tech training programs for patrons of varying skill levels, from needs assessment through delivery
- Analyzed survey data to improve pacing and materials, boosting participation 20%
- Audited site IA and recommended navigation changes to improve self-service

Web Analyst @ Kucera Landscaping | *December 2022 — March 2024*

- Audited engagement data and redesigned navigation/content structure, lifting engagement 33% in six months
- Used SEO and analytics to guide content strategy and publishing decisions
- Owned all site content and structure as sole digital resource, balancing strategy and execution

Education

M.S. Computer Science - Human Computer Interaction @ Western Governors University | *2026 - Present*

B.S. User Experience Design (UXD) @ Western Governors University | *2024 - 2026*

A.A.S. Board of Governors (General Science, Design + Psychology) @ West Virginia Northern Community College | *2024*

Skills

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| • UX/Product Design | • SEO |
| • Usability Testing | • Figma |
| • User Research | • Adobe Creative Cloud |
| • Information Architecture | • Project Management |
| • Survey Design | • Microsoft Office (Excel, PowerPoint, Word) |
| • Quality Assurance | • Website Design |
| • Data Analysis | • Public Speaking |
| • HTML | • Client Intake |