

OLIVIA AKERLEY

User Experience Designer and Researcher

I'm a Visual and UX Designer with 10+ years of experience creating intuitive, high-impact digital experiences across telecom, energy, PetTech, eCommerce, EdTech, and FinTech. I specialize in blending strong visual identity with thoughtful UX to build cohesive, user-centered products.

EXPERIENCE

Senior Product Designer

July 2025 — Present

Dogvatar • Remote

Dogvatar is an AI-powered platform that helps people better understand and support their dogs through intelligent, behavior-driven insights and personalized guidance.

- Lead UX/UI design across a complex, mobile-first product ecosystem, creating intuitive experiences that support multiple user roles, evolving relationships, and real-world behavioral workflows.
- Design scalable user flows, information architecture, and component systems that adapt to dynamic access levels while prioritizing accessibility, inclusivity, and ease of use for all users.
- Translate research, behavioral insights, and product strategy into high-impact design solutions—spanning wireframes, high-fidelity UI, and interactive prototypes—validated through ongoing usability testing.
- Collaborate closely with product, engineering, and AI teams to deliver thoughtful, technically feasible experiences that balance usability, accessibility standards, and cohesive visual design.

Experience Designer

September 2022 — January 2025

WongDoody/Infosys • Remote

WongDoody (an Infosys company) is a global design & experience agency partnering with organizations across industries to solve complex, user-centered challenges.

- Increased efficiency by reducing design system creation time through a brand-agnostic system, leveraged for companies with minimal design resources. Boosted team productivity, implementing structured tracking methods and regular check-ins.
- Drove executive investment in a subscription-based experience for a major telecom company by conducting a competitive analysis and heuristic evaluation of five key competitors, influencing strategic decisions.
- Cut ticket creation time and costs for a telecom company by designing a highly adaptive, simple, and consolidated ticketing system. Led user research and design strategy, improving customer and business partner experience. Conducted user interviews to identify pain points. Developed personas, user journeys, empathy maps, and affinity maps to inform user flows and low-fidelity designs.
- Successfully pitched and implemented a UI design concept for an energy company's mobile app. Led a team of 5 designers to implement an accessible, on-brand experience that met WCAG AAA standards. Focused on empowering users with confident navigation and control over their experience.
- Promoted usability and content discoverability for an energy company's HR platform by improving hierarchy and consolidating content. Conducted a heuristic analysis and user interviews to uncover major themes and pain points. Established personas and user journeys to help guide wireframe design creation.

 Greater Boston Area (open to remote)

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SKILLS

UX Methods & Skills

Persona development | Usability testing | User research | User interviews | Heuristic evaluations | Competitive audits | Market analysis | Wireframing | Prototyping | Design system creation/management | User flows | User stories | Affinity mapping | Journey mapping | Empathy mapping | User interface and visual design | Information architecture

Tools & Programs

Figma | Sketch | Adobe XD | Miro | Illustrator | InDesign | Photoshop | After Effects | Jira

EDUCATION

University of New Hampshire & Springboard (2021)

Certification • UI/UX Methodologies and Technologies

University of Hartford, Hartford Art School

BFA, Visual Communication Design

VOLUNTEER WORK

Infosys Foundation, Volunteer

The Infosys Foundation's mission is to expand access to computer science and maker education for K-12 students and educators across the USA, while working to digitally upskill all learners for 21st century technology-enabled opportunities.

Volunteered in workshops and mentorship programs, guiding underprivileged students in computer science and technology. Empowered young learners to apply design thinking to problem-solving, fostering creativity and critical thinking skills.

EXPERIENCE (continued)

Marketing Manager

October 2021 — April 2022

The Hewitt School • Remote

Founded in 1920, The Hewitt School is an independent K–12 girls' school dedicated to empowering students to become ethical leaders and agents of positive change.

- Elevated brand recognition in the NYC independent school community by creating a cohesive visual identity across marketing materials, apparel, and event collateral, strengthening school pride among students and families.
- Increased engagement and applications rates by crafting compelling content and imagery for social media, the school's website, and internal portals, effectively showcasing the school's mission and values.

UX Design Intern

August 2021 — September 2021

eFraud Services • Remote

eFraud Services is a fintech platform that empowers fraud investigators to quickly identify and prevent financial crime through advanced transaction analysis.

- Built user trust and engagement for eFraud's investigator application by designing intuitive onboarding and file conversion processes. Developed sketches, user flows, prototypes, and high-fidelity UI designs, ensuring clarity and transparency.
- Enhanced application usability by incorporating user research and usability testing insights into iterative design improvements, making the product more intuitive and increasing user interest with each testing phase.
- Cultivated stakeholder trust and secured future projects by leading alignment briefs, ensuring all designs and initiatives met business objectives and reflected the brand's mission and identity.

Production Specialist

April 2018 — June 2021

Curriculum Associates • Billerica, MA

Curriculum Associates is an education technology company dedicated to improving teaching and learning through research-based instructional and diagnostic solutions.

- Streamlined educational content production through cross-team collaboration, ensuring brand consistency, accuracy, and efficient delivery. Provided layout, design, and graphic support using Adobe Creative Suite.
- Drove widespread educator adoption by developing equitable K–8 ELA and math resources used by over 10 million students across 8,000+ U.S. school districts, collaborating closely with project management, editorial, and design teams.

Graphic Designer

August 2016 — March 2018

NorthPoint • Waltham, MA

NorthPoint is a full-service marketing partner offering promotional and event solutions that help brands connect with their audiences.

- Attracted new and enhanced existing business by leading a comprehensive company rebrand, showcasing expanded services with a focus on design capabilities. Led creative direction for development of brand guidelines, logos, and marketing materials, ensuring alignment with strategic marketing objectives.
- Strengthened client growth by creating tailored brand identities and delivering cohesive, audience-driven visual solutions through strategic concept development, design execution, and brand messaging.

VOLUNTEER WORK (continued)

Pencil, Inc., Volunteer

PENCIL was founded in 1995 with the goal of raising awareness of public education inequalities by inviting civic and business leaders into New York City public schools. Today they focus on implementing hands-on, immersive programs that open eyes, open minds, and open doors, PENCIL realizes its mission "to connect students to success."

Mentored high school students in an app design challenge addressing social issues, guiding them through design thinking and UX methodologies. Guided students in user and market research, development of user flows, journeys, high-fidelity designs, and prototypes. Led the Spring 2024 team to first place in a competition against 4 other schools with an impactful case study presentation.