

# THEA PAJUNEN

[LinkedIn](#) | Austin, TX | 321-917-1290 | [Email](#) | [Portfolio](#)

## **SUMMARY**

Charismatic and curious UX Researcher and Designer with a track record of success as a marketing professional and advocate for exceptional user experiences. Thrives on finding thoughtful solutions that serve to untangle complex problems and delight the end-user. Driven to positively impact society through human-centered design.

- Distinguished Young Professional Award: Young Professionals of Wichita, 2018
- 40 Under 40 Honoree: Wichita Business Journal, 2018
- Knight Cities Challenge Finalist, 2016

## **SKILLS**

**UX/UI:** Annotations and Redlining, Branding, Competitor Analysis, Copywriting, Decision Flow Diagrams, Design Thinking, Information Architecture and Site-mapping, Heuristic Evaluation, Insight Synthesis, Persona Creation, Prototyping, Storyboarding, User-Centered Design (UCD), User Experience Design (UED), User Experience Research, User Need Identification, Usability Testing, Wireframing

**Technologies:** Adobe InDesign, Figma, Google Suite, Invision, Mac OS, Microsoft Office Suite, Miro, Trello, Podio, Slack, Wordpress, Zoho

**Business Skills:** Event Planning, Project Management, Ecommerce CMS Management, RFP Generation, Workshop Facilitation

**Soft Skills:** Active Listening, Adaptability, Attention to Detail, Critical Thinking, Empathy, Emotional Intelligence, Leadership, Oral Communication, Organization, Problem Solving, Relationship Building

## **WORK EXPERIENCE**

**UX/UI Researcher & Designer (Freelance)** | Austin, TX

June 2020 - Present

Current client projects include: UX and UI redesign of a commercial real estate asset management web-based product, consulting services and design for a volunteerism mobile gaming app, and user research for a mobile app and social network addressing racial inequality.

**Marketing Manager**

Sept. 2019 - Mar. 2020

Removery (Formerly Eraser Clinic Laser Tattoo Removal) | Austin, TX

Produced and managed marketing efforts for 10 clinic locations including signage and collateral production, social media management, direct mail campaigns, and content creation for social platforms, website, and weekly newsletters. Direct report to CEO.

- Exclusively selected to travel to Sydney, Australia to develop user experience strategies alongside Removery's strategic design and innovation partner, [Tobias](#), an award-winning human-centered design agency

**Marketing Specialist**

June 2017 - Aug. 2019

Fidelity Bank | Oklahoma Fidelity Bank | Wichita, KS

Routinely collaborated with designers and interdepartmental teams to successfully launch marketing initiatives across 20+ branch locations for financial consumer markets and internal audiences. Key point of contact

between department and external production vendors. Additional duties included physical and digital brand asset management, project coordination, writing for public relations, web content, and marketing copy.

- Completed an exhaustive overhaul of all corporate marketing assets and collateral resulting in improved brand cohesion and product accuracy, reduced printing and storage costs, and automated processes; developed and implemented a custom and comprehensive inventory management system
- Received senior executive endorsement for leadership development program applications and involvement
- Developed, launched, and received corporate backing of an ongoing professional development program to empower women in the workplace

### **Brand Manager**

Aug. 2014 - May 2017

### **Intern**

Sept. 2013 - Aug. 2014

Apples & Arrows | Wichita, KS

Served as point of contact for agency clients, design partners, and product vendors, ensuring the clear articulation and management of project timelines, budgets, and deliverables. Agency offerings and specializations included marketing strategy, campaign development, and ground-up branding/rebranding consultation, strategy, design, and deployment. Client industries included retail, healthcare, non-profit agencies, the arts and live entertainment.

- Developed, launched, and ran an offshoot business hosting professional workshops taught by local industry experts

## **PROJECTS**

- **Mental Healthcare Mobile App Design (Boop)** | Project Scope & Milestones: [Boop Case Study](https://bit.ly/3swd4P3), <https://bit.ly/3swd4P3>
- **Ecommerce and Donation App Design (Social Goods)** | Project Scope & Milestones: [Social Goods Case Study](https://bit.ly/2QHIHli), <https://bit.ly/2QHIHli>

## **EDUCATION**

### **UX/UI Design Certificate - University of Texas at Austin**, Austin, TX

An intensive 24-week long program dedicated to user experience and user interface design. Skills learned included user-centric design research, design thinking, visual prototyping and wireframing, interface design, storyboarding, visual design theory, web prototyping, and interaction design. [View certificate.](#)

### **Mastering Design Thinking Certificate - Massachusetts Institute of Technology**, Cambridge, MA

A certificate program focused on how to create value through systemic innovation. Curriculum included design thinking skills, identifying customer needs, product specifications, applied creativity, prototyping, design for services, product architecture, financial analysis, design for environment, and product development processes. [View certificate.](#)

### **Women in Leadership Certificate - Cornell University**, Ithaca, NY

### **Bachelor of Science, Advertising - University of Florida**, Gainesville, FL