

208.819.4627
MirandaBuechler@gmail.com
MirandaBuechler.com
My LinkedIn

MIRANDA BUECHLER
UX/UI Design and Visual Design

A UX designer with a passion for user-informed goals, eager to leverage my broad design skills and solution-driven experience to define, communicate, and implement meaningful interactions that shape strong products. *Let's make a difference together.*

Key Achievements

Recognized by renowned UX industry leader, Ivy Sang, for excelling in advanced interface component design, shaping user experiences and user engagement, and overcoming feasibility challenges.

Tools

- Figma, FigJam
- Adobe Creative Suite (Ai, Ps, Id)
- Google Suite
- Microsoft Office Suite
- JIRA and Trello
- Unity Engine
- Visual Studios: C#

Hard Skills

- Mapping user experience goals, strategic direction and KPIs
- Visual languages of design; cognitive science of design
- Human-centered design; technical and systems design
- User flows, cross-functional wireframes, mockups, communication architecture, interactive prototypes
- Facilitating user testing to gain qualitative and quantitative insights
- Iconography, typography, color theory, information hierarchy

Projects and Experience

Freelance Visual and Interaction Designer

Apr 2016 - Present | Miranda Buechler Design

User Experience – Drives interaction strategy with feature flow charts, prototypes and feature achievement maps; actively participates in collaboration with cross-functional teams to reach a common goal by sharp deadlines; key contributor in multiple roles when team size is small; remain organized among shifting priorities by utilizing task management tools and clear communication to successfully meet deadlines

Marketing Graphic Design – Competitive analyses to assess current and potential industry competitive landscape; client briefings; clearly communicate guidance, processes, solutions; present design solutions to clientele; design for print, web and socials; work within budget requirements

Brand Identity – Brand style guide; brand systems; brand strategy to bridge the gap between a brand's goal and their target audience; elevate brand presence; maintain organized library of design assets and templates

Rainbow Seeker: Race Against Time - Experience Designer and Developer

Nov 2024 | Miranda Buechler Design

Interaction Design and UX/UI Lead – Responsible for setting metrics and design direction of level design and player interaction; led iterative design and technical-oriented playthroughs I later used to make user-informed design decisions under tight deadline; spearheaded the design and implementation of title menu interaction

Creative Director – Established the art style based on exploring new ideas and trends; responsible for illustrating all sprites and 2D assets; led the implementation of sprite sheets, prefabs and backgrounds in engine

Producer – Defined the goal and scope of the gaming experience; led product strategy; set and followed KPIs to meet production timeline, goals and tight deadline

Developer and Engineer – Responsible for creating and scripting game system in C#; implemented music

Diablo Immortal UX/UI Study - New Feature and Player Retention for Mobile and PC

Mar 2024 - Apr 2024 | Miranda Buechler Design (through ELVTR)

User Market Research – Identified target audience and what they want; research for desirability, usability, feasibility, scalability, areas to improve user engagement and quality of life

UX Design – Defined the goal and scope of new features and user engagement improvements aimed to increase early retention; flow charts to map custom character expansion and user-learning improvement; strategized for risk management, business goals and Day-1 retention; slide decks for stakeholder buy-ins

UI Design – Built three-staged interactive cross-functional prototype to demonstrate gameplay flow improvement with clearer habit-reward notifications; identified three key solutions to solidify intrinsic and extrinsic motivation to bring users back and solidify user habits (KPI); prepared cross-functional wireframes to show stakeholders

Animal Crossing New Horizons UX/UI Study - Player Engagement

Aug 2023 - Sep 2023 | Miranda Buechler Design (through ELVTR)

Concept/Ideation and Demographic – Target audience research; research for desirability and what motivates them to play (user profile); competitor research; strategized for execution of deliverables based on results

Design/Development (Pre-production) – Flow charts and progressive stages of information architecture; iterative stages of wireframes to establish flow; static screen prototypes; UX heuristics

User Interface Testing and Refining – Tested for accessibility (Color Vision Deficiency) on map screen; identified miscommunications; led testing for learnability, desirability of onboarding screens and map; tested for errors and adjusted accordingly to propose improved player experience, engagement and accessible user interface

UI Design – Illustrated 2D art assets in Animal Crossing style; built style guide to ensure continuity; iterated improvements on three common screens with adjusted HUD elements

Commercial Print and Design Manager, Graphic Design

May 2019 - May 2023 | Perfect Press Printing

Graphic Design – Client consultations; translated client visions into effective design solutions; achieved ~70% conversion rate of consultation-to-client; strategized cohesive campaigns, digital assets, packaging and printed marketing that increased brand recognition; presented design solutions to clientele

Branding – Created, maintained and expanded brand libraries with 80+ clients to project their companies' values, aesthetic and message across multiple mediums; brand strategy; maintained organized library of design assets and templates

Commercial Manager – Project and team management; team collaboration; pipeline management; oversaw and participated in multiple projects at a time from concept to launch; contributed to company growth strategy; grew and retained customer base by 20%; assisted directors with internal creative developments

Education

- Advanced UX/UI For Gaming with Ivy Sang (through ELVTR)
Certified, May 2024
** Received endorsement from UX Leader, Ivy Sang
- Introductory Game Development, The Indie Game Academy
Certified November 2024
- AA in Graphic Design, North Idaho College

Soft Skills

- Ability to communicate with multiple stakeholders on design pitches and project updates
- Cross-functional collaboration; team-building
- Ability to adapt to shifting priorities while maintaining a high level of integrity and quality
- Motivated and detail oriented with strong communication skills
- Eagerness to adapt to company customary practices; receptive and versatile
- Passionate about community, inclusivity and accessibility

Other Interests

- Playing piano and writing sheet music
- Illustration and creative writing

References available upon request.

Let's connect!

208.819.4627

MirandaBuechler@gmail.com

MirandaBuechler.com

My LinkedIn