

Avery Roeser

Design Supervisor | UX/UI Consultant • Researcher

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Wheeling, WV

Professional Overview

UX researcher and designer with experience conducting user research, usability testing, and iterative design across web, public sector, and service contexts. Skilled in translating qualitative and quantitative data into actionable design improvements that increase engagement and accessibility.

Work Experience

Design Supervisor | Barclays (RRD) | *November 2024 — May 2026*

- Designed high-volume presentations with design system adherence, maintaining zero errors across all quality-control reviews
- Applied UX principles to slide architecture, visual hierarchy, and data to reduce cognitive load
- Distilled complex regulatory content into accessible visual communications for cross-functional stakeholders, including compliance, legal, and executive teams

Digital Experience Coordinator | St. Clairsville Public Library | *May 2024 — November 2024*

- Designed and facilitated technology training programs grounded in UX and instructional design principles, improving accessibility and comprehension for diverse patron populations
- Analyzed post-session survey data to identify comprehension gaps, then restructured session flow and visual aids, driving a 20% increase in participation
- Conducted a content audit and navigation review of the library website, identifying structural issues and recommending changes to improve findability

Web Designer | Kucera Landscaping | *December 2022 — March 2024*

- Audited website engagement data to identify high drop-off pages, then restructured navigation and content hierarchy, improving session depth and reducing bounce rate on key service pages
- Used performance analytics to guide social content strategy, growing engagement by 33% over six months

Staff Writer | The Trumpet at West Liberty University | *August 2020 — February 2021*

- Developed content applying editorial judgment to structure, hierarchy, and information flow

Legal Assistant | Mayer Brown (Williams Lea) | *January 2020 — August 2020*

- Designed and formatted attorney-facing presentations and client communications for a global law firm, maintaining strict accuracy and visual consistency standards

Barista | Starbucks | *August 2019 — June 2020*

- Trained new team members on workflow, product knowledge, and service standards
- Resolved customer concerns by identifying root causes and adapting processes

Education

B.S. User Experience Design | Western Governors University | *2024 - Present*

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

Skills

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| • UX/UI design | • UX writing | • Figma |
| • User research | • Information architecture | • SEO & analytics |
| • Usability testing | • Stakeholder & client communication | • Surveying & data analysis |
| • Wireframing & prototyping | • Adobe Creative Suite | • Project management |
| • Content strategy | | |