

# Vangie Stice-Israel

+1 918-568-9209  
vangie.sticeisrael@gmail.com

<https://vangiesticeisrael.com>  
<https://www.linkedin.com/in/vangiesticeisrael>

As a user experience designer with a solid background in UX copywriting, state-wide program management, and staff management, I bring a strategic, pragmatic, and realistic view to product creation. Working in diverse environments has enabled me to apply my critical thinking, analytical, and managerial design skills to teams that value the holistic user experience and offer key value to user engagement and user satisfaction.

## SKILLS

### Design

Accessibility  
Competitor/Heuristic Evaluation  
Design Systems & Pattern Libraries  
Interaction Design  
Iterative User Testing/Aggregation & Synthesis

Low/Mid/High Fidelity Prototypes & Mockups  
Personas/User Flows/Journeys  
Style Guides  
UX/User Research  
Wireframes

### Business

Communication/Reports  
End-to-End Product Management  
Project Planning and Execution

Presentations  
Relationship Building  
Team Leadership

## DESIGN TOOLS

Sketch, Figma, Adobe XD, InVision/Craft, LucidChard, Visio, and similar design tools  
Trello, Jira, Confluence, Slack, Microsoft Teams, Zoom, Skype, and similar business apps

## RECENT EXPERIENCE

### Fable Communications

Founder and UX Writer/Researcher/Editor  
UX/UI Designer

Tulsa, OK  
2014-present  
2019-present

Operating remotely and in a fast-paced environment, deliver high quality end-to-end services to clients, serving as a contractor or subcontractor on distributed national and international teams

- Maximize client outcomes by ensuring all design and content is accessible, approachable, engaging, clear, and concise; follows design system guides and client specifications; and displays strong information architecture
- Lead and participate in virtual and onsite collaborative cross-functional team and stakeholder meetings
- Conduct and analyze quantitative and qualitative research, collect user and stakeholder feedback, and synthesize findings to inform design, writing, and content
- Strengthen the value of designs, content, reports, presentations, and curriculum through writing, creating, editing, usability testing, iterating, and quality-checking
- Develop or follow brand guidelines, style guidelines, content strategies, information architecture, and design systems and libraries
- Design and implement processes and procedures that improve efficiency and effectiveness
- Enhance effectiveness through human-centered design and user-focused content
- Balance product vision and customer needs to meet strategic goals, ensuring return on investment and on-time delivery through proven processes and workflows

## Sample Design Projects

### Techlahoma

**Stakeholders:** Designers, Product Managers, and Development Lead

**Task:** Write UX copy and contribute to the UX design for the upcoming website and other marketing products for the inaugural UXOK conference, YouTube channel, and other marketing products

**Goal** (conference): Promote widespread conference attendance to ensure the successful launch of the first UX conference in the state of Oklahoma

**Released:** 2020

**Goal** (YouTube channel): Enrich user experience with intriguing descriptions and revamped information architecture

**Release ETA:** Q2 2021

## Code for Tulsa

**Stakeholders:** Authors

**Task:** Update website blog articles

**Goal:** Boost user engagement with timely and appealing content

**Release ETA:** Q1 2021

## Quest to Learn

**Stakeholders:** Development Lead

**Task:** Redesign website

**Goal:** Increase effectiveness and appeal by updating color palette, building a design system, improving accessibility, and enhancing UX and UI

**Released:** 2020

## OwassoApp Community App

**Stakeholders:** Development Lead

**Task:** Complete a detailed UX review of a social community app created for the City of Owasso, Oklahoma, covering usability, UI, information architecture, style, copywriting, and grammar

**Goal:** Expand effectiveness and outreach to targeted community

**Released:** 2019, Google Play Store, Apple App Store

## Dream Home Real Estate App

**Task:** Created the iterated UI design of a [mobile-first responsive web app](#) with original assets, devising an engaging, usable app that simplifies property searches

**Goal:** Low-, mid-, and high-fidelity wireframes; original assets; copy; interactive prototypes; style guide; mockups

## SEEK Scavenger Hunt App

**Task:** Crafted the end-to-end iterated design of a [mobile-first responsive web app](#) with original assets, designing a unique game app that uses a 3-platform gaming format to meet unfilled needs in the genre

**Goals:**

- Competitor analysis, gap analysis, user research
- Personas, user flows, empathy maps, user journeys
- Low-, mid-, and high-fidelity wireframes; original assets; copy; interactive prototypes
- Usability testing, accessibility, design system, style guide, iteration, mockups

## Torchy's Tacos Restaurant App

**Task:** Reviewed a [restaurant online ordering app](#), testing for functionality and interaction design

**Goal:** Heighten user satisfaction by identifying and suggesting remedies for friction points

## Texas Education Agency

State Director, Career and Technical Education

Austin, TX/Flexible  
2009-2014

Directed a state-wide education program and managed a staff of 6

- Administered a \$90M federal grant, using data-based decision-making to expand educational opportunities and outcomes in 2,600+ school districts
- Developed administrator and counselor academies and seminars, using quantitative and qualitative research, data analysis, and data-based innovations to improve the user experience, increasing attendance to a sold-out waiting list
- Presented at statewide conferences, increasing awareness and compliance across 2,600+ districts
- Cultivated collaborative relationships with stakeholders, field staff, administrators, and partners, reinforcing communication and trust
- Built and implemented content strategies that enhanced user experiences through readability, accessibility, and approachability for reports, presentations, training, web content, and explainers
- Spearheaded the multi-agency state team preparing for a federal audit, earning 21 commendations

## EDUCATION

### CareerFoundry, UX Design Certificate with UI Addon

- Intensive year-long training program for UX designers, specializing in UX process and methodology, including research, user journeys, personas, copy, testing, information architecture, and visual design
- Additional UI specialization course focused on responsive layouts, design patterns and principles, creating style guides, use of shapes and icons, color theory, typography, and imagery
- Design of 3 apps using software such as Sketch, Adobe XD, and InVision, for wireframes, prototypes, and animation

### Texas Tech University, M.A., Communications

- Graduate program focused on human interactions, including original research and thesis

### Texas Tech University, B.A., English