

CAITLIN IMMER

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SKILLS

- **Technical:** HTML, Unity, GitHub
- **Design Tools:** Figma, Miro, Photoshop, Illustrator, WordPress
- **Prototyping:** Wireframing, High-Fidelity Prototyping, User Flows, Information Architecture
- **Research:** User Interviews, Persona Creation, Journey Mapping, Competitive Analysis, Heuristic Evaluation
- **Collaboration:** Agile/Scrum, Trello, Jira

PROJECTS

Skyward Specialty Insurance

March 2026 - May 2026

Brand Strategist & Content Designer

- Repositioned Skyward's brand around their existing 'We Rule Our Niche' tagline, developing a strategy to bring it to the forefront.
- Redesigned Skyward's website hero section and created 6 advertisement pieces aligned with the new brand identity.
- Presented finalized brand repositioning strategy and designs to 3 Skyward representatives.

WTVP Research & Design Project

Aug 2025 - Dec 2025

UX Researcher & Designer

- Conducted 5 user interviews and 1 stakeholder interview to uncover donor retention challenges.
- Performed a heuristic evaluation identifying usability issues on WTVP's website and a competitive analysis of 3 related websites.
- Designed a comprehensive research deliverable in Figma encompassing all the research done across the project and presented findings to WTVP's CEO, followed by a final design solution in a second presentation.

FUSE 2025 Website

Jan 2025 - April 2025

Web Designer

- Designed low and high-fidelity wireframes in Figma for Bradley University's annual FUSE showcase website.
- Coordinated with 5 student lead teams (art, producer, assistant producer, videography, and marketing) to gather student bios, headshots, project descriptions, and game assets for 23 showcase participants.
- Built and published 23 showcase pages in WordPress, maintaining consistent layout and visual design throughout.

EXPERIENCE

Dierbergs

May 2025 - Aug 2025

Stock Associate

- Unloaded delivery trucks and organized inventory into correct locations, signing off on the deliveries.
- Stocked shelves and maintained tidy product displays on the sales floor.
- Assisted customers in locating products throughout the store.

Schnucks

May 2023 - Aug 2023

Checker

- Processed customer transactions accurately, managing payments and bagging items efficiently.
- Maintained a clean and organized checkout station throughout each shift.
- Assisted customers in accessing locked merchandise.

EDUCATION

Bradley University, Peoria, IL

May 2026

Bachelor of Science, Game Design | Minor, User Experience Design

GPA: 3.88

Accolades

- Dean's List (8 consecutive semesters)
- Summa Cum Laude

Relevant Courses

- Advanced Web Design, Brand Experience, User Research, UI Design & Dev, Interactive Design