




SIERRA PILCHER

 (604) 805 6858
 sierrapilcher.com
 sierradaya@gmail.com



Student of eCommerce Business Technology Management with an engineering and UX design background. Skilled at solving user frustrations through critical thinking skills, creativity and design, and crafting beautifully intuitive user experiences.

EDUCATION

University of Athabasca
Commerce (eCommerce & Business Technology Management)
November 2018 - Present

RED Academy

Professional UX Design
April - June 2018

University of British Columbia
Electrical & Computer Engineering
2013 - 2016

PROJECTS

MainDecor

Researched, designed and tested an ecommerce website prototype for the home decor shops along Vancouver's Main Street. Applied findings from store owner, employee, and customer interviews to ensure the organization needs were being met while reducing user frustrations and pain points.

Cloverdale Rodeo & Country Fair

Researched, designed and tested a mobile app for the annual long weekend fair and rodeo events. Worked with developers to alleviate user pain points while ensuring the needs of the organization are met.

Rick's Heart Foundation

Redesigned website to improve UX, and better convey the foundation's mission. Improved site traffic by 151% and decreased bounce rate by 16%.

Radical Hospitality

Researched, designed and tested an app for hosting travellers as well as finding a host and activities abroad for a worldwide community of hospitality.

WORK EXPERIENCE

Cloverdale Rodeo & Country Fair Association Director, Committee Chair

May 2013 - Present

- Communicate and maintain relationships with volunteers, shareholders, association members and business partners to ensure the goals of the organization are being met.
- Hold and lead committee meetings, coordinating with committee chairs to organize future operations.
- Prepare and present Country Fair committee reports to board members to aid in decision making.
- Aid in developing business and marketing strategies such as the Cloverdale Rodeo App (see projects).
- Oversee the organization's financial performance, investments and other business ventures to ensure funding for future endeavours.
- Recruit, interview, schedule and manage volunteers for the annual four day fair and other year-round events.

Delta Controls

Junior Software Quality Assurance Specialist

May 2015 - August 2015

- Communicated with clients to discover their issues and frustrations and provide solutions.
- Investigated, documented and solved software and hardware issues faced by customers.
- Attended QA product development meetings to represent the needs of our clients.
- Designed, tested and built testing units for hardware and software builds, documenting the procedure in detail to ensure reproducibility.

SKILLS

Soft Skills

Communication	Strategic thinking	Adaptability
Organization	Critical thinking	Collaboration
Leadership	Problem solving	Teamwork

Design

Wireframing	Interface design	User research
Prototyping	Interaction design	Market research
User testing	Visual communication	User modelling

Tools

Sketch	Microsoft Office Suite	Wix
InVision	Shopify	Wordpress
Adobe Photoshop	Amazon FBA	Squarespace