

About

As a UX Designer and Researcher with experience in Digital Marketing, Public Relations, and project coordination, I am passionate about creating a simplified system that is easy to operate. I am a designer at heart able to combine creativity with functionality, which gives me an edge in achieving innovative solutions.

Skills

- User Research
- Usability Testing
- Information Architecture
- Affinity Mapping
- Heuristic Evaluation
- Journey Mapping
- Sketching
- Wireframing
- Prototyping
- Project Management

Tools

- Figma
- Maze
- Adobe Creative Suite
- InVision
- JavaScript
- Keynote

Awards

Most Outstanding Academic Achievement Award in the Master's Program 2018

Lambda Pi Eta - Honor Society of the National Communications Association

Work Experience

UX Designer & Researcher | Edily Learning - Startup

Nov 2021 – Present

- Conduct user research activities including user interviews, competitive analysis, usability testing.
- Lead cross-functional workshops such as empathy mapping and journey mapping.
- Synthesize user findings to guide the process of new design features such as a content creation onboarding experience, teacher portal, and home feed.
- Recruit and maintain a list of targeted research participants from internal and external sources that serve as a foundation of user knowledge for Edily.
- Develop wireframes, user flows and design mockups using Figma.

User Experience Design Fellow | General Assembly

Aug 2021 – Dec 2021

- Created responsive, user-centric products for web and IOS using Figma, Adobe UX and user testing platforms such as Maze.
- Administered comprehensive user research and tested new designs by developing heuristic evaluations, sitemaps, and UX/UI prototypes.

Digital Marketing Coordinator | Vornado Realty Trust

Aug 2019 – Aug 2021

- Developed graphics and helped create a prototype for Vornado's tenant app utilizing Figma and Adobe UX.
- Developed UX Research artifacts including proposals, moderator's guides and research reports.
- Communicated research findings and insights to team and advocated for the end-user in both tactical and strategic experience design decision making.
- Managed day-to-day activities that led to 40% improved team efficiency with newly organized scheduling.

International Account Manager for Handbags & Shoes | Steve Madden

June 2018 – July 2019

- Worked closely with international accounts to craft products based on current market trends and customer demands.
- Prepared Adobe illustrations and rough sketches of handbags and shoes, discussing them with my team and making necessary changes.
- Designed look-books and interfaced with production, design and customer service teams.

Education

UX Design Immersive | General Assembly | Aug 2021 – Dec 2021

Master's In Public Relations | Quinnipiac University | May 2017 – May 2018

BA in Graphic and Interactive Design | Quinnipiac University | Sep 2013 – 2017