

SKILLS AND CERTIFICATES

Skills

User Research, Wireframes, Mock-ups, Task Flows, Data Visualization, Client Management, Card Sorting, Heuristics Evaluation, IA, Interactional Design, Product Management, Surveys, Usability Testing.

Tools

Sketch, Invision, Axure, Figma, Adobe Office Suite, Microsoft Office Suite, Wordpress, Virtual Meeting Software, Miro, Optimal Workshop.

EXPERIENCE

Nina Trvl LLC (Contract Project) | Boston, MA
UX/UI Designer/Project Manager

2020 - Present

UX Research

- Identified key user demographics and psychographics to define user's journey and create pleasant experience.
- Gathered data on traveler's online booking habits by conducting in-person interviews and online surveys.
- Presented findings to stakeholders and outlined future steps and visual design recommendations.

UI

- Created site maps and user flows for every page to show how users would interact with websites and visualize layout.
- Developed in-depth Informational Architecture for website.
- Collaborated with graphic designer on design flow from page to page and on wireframes and high fidelity mockups.
- Created interactive prototypes to better explain and show user's movements through website to stakeholders.
- Ran user tests to discover pain-points within initial design and brainstormed future iterations to address design flaws.
- Presented designs, errors, pain-points, and solutions to stakeholders.

Juno (Contract Project) | Boston, MA
UX Researcher

2021 - 2021

UX Research

- Conducted interviews to gather qualitative data about Juno's landing page and campaign signup experience.
- Synthesized qualitative data to reveal patterns that could help improve the user-flow.
- Presented findings to C - Suite and made design recommendations based off findings.

City of Boston (Contract Project) | Boston, MA
UX/UI Designer/Project Manager

2020 - 2020

UX Research

- Conducted in-person interviews and online surveys to gain insight into current user issues and pain-points.
- Conducted heuristic evaluations and usability tests with newsletter subscribers to map out interactions with website.
- Created personas and user flows to effectively communicate how a user would engage with new designs when presenting to stakeholders.

UI

- Brainstormed and sketched solutions to address user needs.
- Created wireframes based off sketches to begin to put together user flows created during research.
- Created high-fidelity, clickable prototype for the stakeholders to visualize design when presenting.

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Project Management

- Served as the point of contact between my team and the City of Boston.
- Lead daily stand-up meetings, daily stand-ups, and ensure team maintained pace and met project milestones on time.
- Delegated assignments to teammates based off personal strengths and skills to meet user needs.

General Assembly User Experience Design Immersive | Boston, MA User Experience Design Fellow

2020 - 2020

- Completed 12 week (480+ hours) immersive course in User Experience and User Interface design.
- Received hands-on experience working with clients, presenting our designs, conducting user research, building multiple high fidelity prototypes, and meeting deadlines.

Shant Banosian Team/Guaranteed Rate | Waltham, MA Marketing Coordinator

2019 - 2020

- Served as admin and designer for all social media pages, including layout.
- Designed posts for every social account to be visually stunning, informative, and within brand guidelines.
- Created content including visual imagery, blogs, article curation, and videos.
- Ran weekly digital ads to targeted demographics to encourage reviews, entice buyers, and partner with realtors.

KingCongraphy (Self-Employed) | Boston, MA Freelance Photographer

2016 - 2020

- Discussed and set expectation with the client on set etiquette, image turn-around time, and client vision.
- Designed the set, hiring models and edited the photograph to the clients specifications and requests.

EDUCATION

Framingham State University. Framingham MA. Bachelors in Liberal Studies. 2012