

# Damaris Alum

## UX UI Designer

View [LinkedIn Profile here](#)

Portfolio website coming soon

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### EXPERIENCE

**Phase Innovate - London - January 22 - present**

#### UX Researcher & UX UI Designer

Spearheading user research initiatives to inform UX/UI wireframes, information architecture, site maps, user journeys, and prototypes, from concept to Minimal Viable Products (MVPs).

Implementing design best practices, Stanford Design Thinking, and user-centered design principles within agile, cross-functional teams.

Conducting user interviews, surveys, and usability testing to identify patterns and refine information architecture and UI designs.

Skillfully employing design tools like Adobe XD, Figma, InVision, Photoshop, and Mira for tasks such as user journeys, empathy mapping, and more.

Collaborating seamlessly within agile, multi-disciplinary teams to design and deliver user-centric solutions, eCommerce experiences, and seamless user journeys.

Playing a pivotal role in branding, logo design, and style guide development, while enhancing user experiences through animations and thoughtful UI/UX design.

**Mylocaldressmaker - London - April 2021 - December 2022**

#### UX UI Designer

Revamped a disorganized website with strategic business logic, enhancing user experiences. Guided UX/UI design from inception to MVPs, skillfully applying Design Principles, Design Thinking, and agile methodologies. Actively engaged end-users to gather crucial feedback for iterative development. Adept in client communication, UX research, and UI/UX designs, bringing forth design strategy and innovation.

### EDUCATION

#### Google Trained UX UI Design 12 month Bootcamp

7 certificates awarded with Honors across UX Research and UX UI Design.

### SKILLS

UX / UI Design

User Experience Research

Usability Testing

Quantitative Research

Qualitative Research

User-centred Design

Interaction design

Adobe XD

Figma

Stanford Design Thinking

Agile Methodologies

User Journeys

Empathy Mapping

User Experience Research

Usability Testing

Information Architecture

Site Maps

Page Layout

Wireframing

Prototyping

Mockups

Brand Identity

Typography

Iconology

Logo Design

Accessibility WCAG

Responsiveness Web Design

Problem Solving

Innovation

Communication

Digital Transformation