

# Amarylis Riehn

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## SUMMARY

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UX / UI Designer with a curious, detailed, and human-centric approach to problem-solving. A background with over five years in Graphic Design before transitioning to UX/UI Design work in the health and wellness industry. Experienced in effective team culture, communication, and multi-faceted roles.

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## SKILLS & TOOLS

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**Key Skills** (UX) User Experience Design, (UI) User Interface Design, Graphic / Visual Design, Frontend Development (HTML, CSS, JavaScript), AI User Design, Research, Prototyping, Wireframing, Usability Testing

- Collaborating and effectively communicating with stakeholders, clients, and cross-functional teams.
- Motivating and encouraging approach to giving and receiving feedback.
- A kind human with a generous attitude.

**Tools** Figma, AI (ChatGTP 4), Adobe Photoshop, Illustrator, InDesign, Visual Studio Code, GitHub, Excel

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## PROJECTS

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**Foodguides.com** *UX, UI, Frontend Dev* | *Mark Cuban Companies* | *Health* | *10/2023 - present*

- Brought a User Experience and mobile-first approach to the next iteration of an MVP health & nutrition website.
- Through UX Research, established baseline metrics and discovered user problems and opportunities, including discoverability of content and a need for guidance in their health journey.
- Developed a user-centric product and brand strategy for current (and future) iterations while honoring business needs. Includes new features, AI user design, brand identity, and improved usability.

**AllWell** *Research, UX, UI* | *CareerFoundry* | *Healthcare* | *09/2022 - 04/2023*

- Created a responsive web application for family caregivers by engaging in user research to investigate and define the problem in order to design for core needs before testing a prototype and iterating on a solution.
- Included features that cut down on time spent in the caregiver's role by identifying a core need for collaboration and data sharing specific to caring for multiple people and partnering in care.

**UX/UI Portfolio** *Frontend Development, UX, UI* | *CareerFoundry* | *05/2023 - 07/2023*

- Enhanced my ability to collaborate and communicate effectively with development teams by expanding my understanding of the Frontend Development aspect of product design.
- Coded (HTML, CSS, and JavaScript), user-tested, W3C validated, cross-browser checked, and launched a responsive website for a UX professional. Implemented a mobile-first design strategy that was expanded for tablet and desktop users using Media Queries in the CSS and a 12-column grid.

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## WORK EXPERIENCE

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**UX/UI Designer, Frontend Dev** *Foodguides (Mark Cuban Companies)* | *Contract* | *10/23 - present*

- Improved usability, evolved the service, and helped more people, by bringing a user experience and mobile-first approach to the next iteration of the health and wellness website.
- Developed strategy and user design of an AI feature while integrating new AI tools into the project's workflow.
- Managed end-to-end ownership of the design while working with a cross-functional team.

**Graphic Designer & Admin** *Jeff Roberts Agency* | *Hendersonville, TN* | *Talent Booking* | *09/2019 - 09/2021*

- Multi-faceted role with shifting priorities in a fast-paced environment.
- Optimized company workflow by managing, troubleshooting, and evolving custom software and web products.
- Increased company revenue by researching and analyzing data for targeted sales efforts and digital marketing.

**Graphic Designer** *Freelance Design Services* | *Business, Individual, and Non-Profit* | *01/2010 - 09/2019*

- Interpreted core human needs and designed effective solutions by listening and empathizing with clients.
- Branded marketing materials, organizational design, interior/exterior design, and illustrated mockups/comps.

**Director** *Guelph COC* | *Guelph, ON, Canada* | *Non-Profit* | *01/2015 - 1/2019*

- As part of the leadership team, launched a non-profit organization to work alongside and serve community needs in the world's most multicultural and diverse area.
- Achieved by conducting extensive research, defining mission and vision, and designing professional marketing materials crucial to fundraising 500K+ projects.

**Graphic Designer** *IndoorDIRECT* | *Dallas, TX* | *Digital Media* | *01/2009 - 07/2011*

- As a part of the creative team, developed and maintained brand identities and digital and print materials.
- Contributed to shareholder value in the acquisition of new restaurant partnerships by designing solutions that effectively enhanced the visual communication of sales presentations.

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## EDUCATION

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**UX Design, Certificate** | *CareerFoundry* | *Online* | *2023*

**Frontend Development for Designers, Certificate** | *CareerFoundry* | *Online* | *2023*

**Graphic Design, Associates of Fine Arts** | *The Art Institute* | *Dallas, TX* | *2008*