**EDUCATION**

Towson University | Towson, MD | BS in Information Systems *May 2021*

**SKILLS**

**Tools:** Figma, Sketch, Miro, Adobe XD, Adobe Photoshop, Jira, Mixpanel, Google Analytics  
**Design:** Information Architecture, User Flows, Wireframing, Rapid Prototyping

**Research:** User Interviews, User surveys, Card Sorting, A/B Testing, Competitive Analysis, Empathy Mapping, User Personas, Journey Mapping, Usability Testing

**Programming:** HTML, CSS, JQuery

**EXPERIENCE**

**Enel X** | UX/UI Designer Oct 2022 — May 2023

* Ensured design consistency and quality across digital products by helping the company transition to a new design system.
* Collaborated with stakeholders to design complex global processes and features based on user feedback and market needs.
* Mentored associate designers and contributed to the growth of the UX Design team.
* Developed research plans and reports that lead to actionable insights.
* Conducted W3C audits on global applications to ensure compliance with accessibility standards.

**Cash App Project** | UX/UI Designer *Feb 2022 — Feb 2022*

* Facilitated usability tests to validate project assumptions.
* Outlined the user journeys of central processes using research insights.
* Completed a competitive analysis to capitalize on gaps in the market.
* Redesigned central processes to appeal to both current and competing product users.

**Miranda Holliday Portfolio** | UX/UI Designer Aug 2021 — Sep 2021

* Interviewed users to understand their wants, expectations, and needs.
* Created user personas based on shared motivations and pain points from research.
* Identified shared success factors in products targeting the same audience.
* Delivered a user-centric product that helped client secure representation within a month.

**Homes For Value** | UX/UI Designer Dec 2020 — Feb 2021

* Collaborate with stakeholders to define product requirements, user expectations, and business goals.
* Transformed a postcard into an accessible, cross-platform digital experience that aligned with the company's core values and messaging.