

# JASMINE BELL

Junior UX Designer | Digital Enthusiast | UI Design

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## SUMMARY

Enthusiastic and passionate Junior UX Designer with over 2 years of hands-on experience in digital technologies and UX design principles. Contributed to the development and successful launch of an emerging mobile application, showing strong ability in user-centred design, wireframing, and navigation design.

## EXPERIENCE

Intern UX Designer 2018 - 2019

SpaceCraft Houston, Texas

Internship role at SpaceCraft, a website builder company, conducting user research and ideating UX solutions.

- Contributed to design discovery process by conducting comprehensive audience and competitive analysis, resulting in enhanced understanding of target audience needs and preferences.
- Closely worked with the design team in ideating and formulating UX solutions to meet content and functionality requirements.
- Assisted in developing information architecture and site maps, improving navigability by 20%.
- Played a key role in wireframing and layout design for an upcoming mobile application.

Junior UX Designer 2019 - Present

Blinds.com Houston, Texas

Worked with the design team at Blinds.com, refining UX solutions for web and mobile platforms.

- Facilitated user research and audience persona creation, identifying key user traits and demands.
- Devised innovative UX solutions based on user-centred design principles, increasing user engagement by 25%.
- Handled information architecture and site map creation for website revamp, simplifying user navigation.
- Developed wireframes for mobile and web applications, significantly improving interaction and functional design.

## EDUCATION

Bachelor's Degree in Digital Media 2015 - 2019

University of Houston Houston, Texas

## LANGUAGES

English Native ●●●●● Spanish Advanced ●●●●●

## SKILLS

UX Design, User-Centered Design, Wireframing, Information Architecture, Adobe XD, Sketch, Figma, UI Design

## CERTIFICATION

Certification in UI/UX Design

Completed a professional certification in UI/UX Design from Coursera in 2019.

Mobile UX Design Course

Completed the Mobile UX Design Course from LinkedIn Learning in 2020.

## PASSIONS

★ Digital Technologies

Fascinated by the impact and potential of emerging digital technologies on user experience and interaction.

★ Photography

Love exploring the world through the lens, believing it enhances my artistic vision and creativity.

## STRENGTHS

★ Adaptability

Quickly adapted to shifting design requirements in the fast-paced digital sector, particularly during my time at Blinds.com.

★ Collaborative

Effectively collaborated with senior design teams during my internship, contributing to the success of multiple web and mobile solutions.

★ Resourceful

Leveraged resourceful approach to research and ideation, leading to numerous innovative design solutions.