

# Romina Cruz

## Junior UX/UI Designer

Junior UI Designer with a background in hospitality and performing arts. Experienced in detailed oriented problem solving using traditional and novel methods. Easygoing with an ability to adapt to changing pace of work.

## PROJECTS

### **Palladium** — Android and iOS *Native music app*

JANUARY 2022 - FEBRUARY 2022

- Crafted wireframes following the Material Design and Human Interface Guidelines for a Latin music application
- Created prototypes and tested them with potential users
- Improved wireframes based on the testing results and designed mockups

### **TourisNot** — Location based recommendation web app

OCTOBER 2021- DECEMBER 2021

- Performed competitor analysis and conducted interviews to understand current limitations of similar apps and potential users
- Applied a user-centered approach by creating personas, flows, and wireframes based on the initial research
- Conducted A/B testing, created a mood board, and style guide that were applied to mockups utilizing the mobile first approach, and ending with diverse breakpoints.

## EXPERIENCE

### **New York State Emergency Rental Assistance Program**, Remote—*Quality Control Specialist*

MAY 2021 - PRESENT

- Maintain a working knowledge of NYS ERAP evolving application processes
- Ensure every application is reviewed in detail following outlined policies and procedures
- Monitor and adjust caseload as necessary to ensure timely processing of applications, ensuring applicants receive the \$2 billion in rental assistance in a timely fashion

### **Freelance**, New York — *Professional Latin Dancer*

JANUARY 2014 - MARCH 2020

- Taught group and private lessons for young adults interested in improving their dance technique, becoming professionals, or just social dancers
- Performed at Latin events and Salsa Championships around the country, placing Top 3 several times
- Utilized social media to promote lessons and increase my client size within Mexico and the US

New York, NY

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## **Behance**

[www.behance.net/rominacruz](http://www.behance.net/rominacruz)

## **LinkedIn**

[www.linkedin.com/in/romina-cruz-nyc](http://www.linkedin.com/in/romina-cruz-nyc)

## UX/UI SKILLS

- User Research
- User Interviews
- Testing
- User Flows
- User Personas
- Style Guides
- Wireframing
- Prototyping
- Frontend Development

## TOOLS

- Figma
- Adobe XD
- InVision
- Lightroom

## EDUCATION

### **CareerFoundry**, Online — *UX/UI Design*

JUNE 2021 - PRESENT

Intensive project-based online training program with a focus on UI Design with specialization in frontend development for designers

### **Universidad Valle de México**, Guadalajara — *Business Administration*

JANUARY 2009 - MAY 2014

Bachelor's degree in Business Administration with a focus on Hotel Management, Food & Beverage and Event Planning