

## EDUCATION

### GOOGLE UX DESIGN PROFESSIONAL

Online

March 2021 - November 2021

UX Design Professional  
Certificate

## SKILLSET

### DESIGN

- > Information Architecture
- > Interaction Design
- > Interface Design
- > Data Visualization
- > Wireframing
- > Usability Testing
- > Presentation
- > Prototyping
- > Testing
- > Iteration
- > Mockups

### RESEARCH

- > Contextual Research
- > Contextual Inquiry
- > Market Analysis
- > Defining Pain Points
- > Ideating Solutions
- > Storyboarding
- > Affinity Diagrams
- > Usability Studies

### TECHNICAL

- > Figma
- > Adobe Suite (XD, PS, AI)
- > Whimsical

## PROJECTS

### PAKAPALA | UX / UI

Mobile App & Responsive Website | In Progress

- > Conduct usability testing, design a website and mobile app that visually communicates functionality to the next billion users.
- > Collaborate with owners to envision the visual brand identity.

### COURTIER | UX / UI

Responsive Website | In Progress - Later Launch Date

- > Create and lead the design of an intuitive real estate website for a new platform.
- > Conduct ongoing research to understand user needs in order to ensure a seamless experience before full deployment.

### GRAB & EATS | UX / UI

Mobile App & Responsive Website | In Progress - Feb Launch Date

- > Currently working in tandem with stakeholders and CEO to help startup company.
- > Focused on exploring design solutions that would aide with getting new customers.

### MOVIESEAT | UX

Responsive Website

- > Worked on research, design, prototypes and testing the website to improve interaction and usability by using data driven research to create a simple feature rich intuitive website.

### MICHWICH | UX

Mobile App

- > Designed and prototyped all in one new food delivery tracking app that unites the customer, restaurants and the delivery driver allowing food to get to customers in a timely manner

## WORK EXPERIENCE

### ZOOKEY

Orlando, FL | March 2017 - November 2019

#### > ECOMMERCE & CRYPTO

- > Collaborating and creating negotiations with vendors to establish competitive pricing
- > Finding locations where BTC is more value than their currency and creating that value and trust with future buyers.