

Imani Ricks

Product/ UX/UI Designer

🏠 Charlotte, NC
✉ imaniricks8@gmail.com
☎ 336-416-9266
🌐 <https://www.linkedin.com/in/imani-ricks/>
📁 <https://www.imaniricks.com/index.html>

I am a designer with a passion for user accessibility and inclusivity. I am proficient in visual and interactive design, user research and prototyping.

SKILLS

Research

User Personas
Competitive Analysis
Surveys
Content Strategy

Info Architecture

User Flows
Sitemaps
Sketching
Wireframing

Programming

HTML + CSS
Javascript
jQuery

Design

Figma
Sketch
Illustrator
Photoshop

Misc.

Illustration

PROJECTS

MedChat

MedChat is a patient portal application designed to make the process of scheduling doctor appointments intuitive and enjoyable.

Performed user research and testing, created style guide, built prototype.

<https://www.imaniricks.com/medchat.html>

Skyprint

Skyprint is a SaaS application that allows users to print pages from their computer and have them delivered to their home. My goal was to make the sign up process seamless and effective.

Created user personas, performed user testing, created wireframes and prototypes.

<https://www.imaniricks.com/skyprint.html>

EDUCATION

Bloc - Product Design AUG 2019
Immersive product design bootcamp working one on one with industry design professional. JUNE 2020

East Carolina University AUG 2015
Master of Science, Social Work MAY 2017

Appalachian State University AUG 2007
Bachelor of Science, Psychology FEB 2010

EXPERIENCE

NBCUniversal | Remote MAY 2021
Digital Designer, Late Night PRESENT

- Produced design assets such as banners, logos and graphics while paying attention to accessibility standards.
- Produced assets that garnered over 650k impressions.
- Collaborated with the Marketing and Social Media teams in order to meet KPI and maintain brand consistency across channels.

Imani Ricks Designs | Remote JUL 2020
Freelance PRESENT

- I bring clarity to user pain points and customer drop-off areas by monitoring sources such as Google Analytics and conducting usability tests.
- I work to ensure that the product is experience is seamless and effective, from sketches to a deployed product.

AwareHealth | Remote NOV 2020
Lead Product Designer FEB 2021

- Designed high-quality and engaging experiences for AwareHealth's users, and helped reduce the overall user drop-off rate by 50%.
- Utilized best practices to build user flows, wireframes, and prototypes to ensure optimal user experiences

ETA | Remote OCT 2020
Lead Product Designer DEC 2020

- Redesigned and tested a new event creation platform to meet business goals.