

# Isaiah Cole

Product Designer

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## About Me

I am a product designer based in New York City. Previously I worked in retail management managing both large and small teams. During that time, I sharpened my organizational and customer empathy skills to a fine point. I believe my past experiences have uniquely equipped me to be able to benefit any team not only as a team player but as a leader as well.

## Skills

Wireframing  
Rapid Prototyping  
User Research  
A/B Testing  
Knowledge of UI Principles  
Typography, Colors,  
Hierarchy  
Responsive Design  
Front End Engineering  
Visual Design  
Branding  
Product Strategy

## Tools

Sketch  
Adobe XD  
Invision  
Flinto  
Atom

## Education

CareerFoundry  
UI Immersion  
2020-2021

Intensive nine-month training program focused on visual design principles, color theory, UX best practices, wireframing, prototyping, and responsive design

## Projects

### LinkUp- Location Based Web App

- Tasked with designing a location based web app with multiple break points including mobile, desktop and tablet.
- Executed a thorough UX and UI design process which included user research, user testing, wireframing, prototyping and performing A/B testing on multiple screens before final iteration.

### SterlingAcumen- Native Mobile Banking App

- Development and design of a native iOS and Android banking app
- Conducted a thorough competitor analysis which included research on competitor apps
- Created a prototype for user feedback testing and reiterated based on that feedback

## Work Experience

### Sales Supervisor Nespresso

August 2019-Present

- Ongoing training and coaching to a cross functional team on relevant product knowledge
- Ensure store operation and procedures are adhered to; cash operations, stock management, trainings

### Digital Marketing Intern Errunds

June 2019-January 2020

- Developed a comprehensive social media plan for a start up
- Shot and edited video content for social media platforms such as Facebook and Instagram