Kweku A. Cush
UX/UI DESIGNER

✉ k.cushux@gmail.com
🔗 linkedin.com/in/kweku-cush
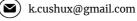🌐 https://kcushux.github.io/portfolio-website/index.html

📍 New York Metropolitan Area
USA

CAREER PROFILE

A New York-based product designer driven by the need to help people make informed decisions. Refined ability to communicate and understand users needs backed by 6+ years in finance and customer care. Channeling creativity and research expertise to create user-centric experiences that are stylish and easy to manage.

PROJECTS

BuildMe- A habit tracking application |Group Collaboration|
May 2023 – June 2023 | UX/UI Designer

<u>Objective</u>: Design and test a mobile application for tracking and building habits.

- **Problem:** How can we motivate and entice users to work on themselves?
- **Process phase:** User Research, Competitive analysis, user flows, prototyping, low-fidelity wireframes, and usability test,
- **Solution:** Created and implemented features that help users become aware of negative habits and help them stay focused on positive habits to help them reach their goals.

PlutoPay - A finance/e-commerce application | Immersion course at CareerFoundry | Sept 2022 – Jan 2023

- **Problem:** Personal finances are tricky and boring for many users. Finance institutions and companies are racing to develop applications in hopes of easing financial burdens, but these apps are still missing user-centric features.
- **Process phase:** Competitive analysis, persona creation, user flows, prototyping, low-fidelity wireframes, and usability test.
- **Solution:** Developed a responsive application with a low barrier of entry. Users are able to simplify and personalize their financial needs while staying motivated with rewarding activities that drive improvement.

WORK HISTORY

Teachers Federal Credit Union | Hauppauge, NY— *Financial Services Representative* | June 2016 – July 2023

- Communicated with credit union clients daily to discuss their financial goals, investment timelines, and risk tolerance
- Helped improve credit union client financial lifestyles through advisement and assisting in areas of insurance, lending, and account management
- Improved our company's social standing and grew client base by 10% by participating in community events and recruiting

SKILLS

- Marketing
- Public speaking
- User research & testing
- User Flow Diagrams
- User persona creation
- Storyboards
- User Interviews
- Usability Testing
- Information Architecture
- Wireframing
- Prototyping
- Site Mapping
- Graphic design
- Web design

EDUCATION

Certificate in UX design
<u>CareerFoundry</u> –*Online boot camp for UX/UI design, digital marketing, and product management.*
Jan 2022 – Dec 2022

Bachelor's Degree in Business Management
<u>Farmingdale State College</u>
Sept 2019 – Sept 2020

Associate Degree in Business Administration
<u>Suffolk County Community College</u>
Sept 2013 – June 2016

TOOLS & SOFTWARE

- Figma
- Usability Hub
- Miro
- Framer
- VSCode
- Canva
- Miro
- Dropbox
- Google Workspace
- MS Office

Additional projects, work history and references

Available Upon Request