LUIS MARGALIT

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PROFESSIONAL SUMMARY

UX Designer with experience in user-centered design, UX research, interaction design, and usability testing. Skilled in end-to-end product design including discovery, research synthesis, user flows, wireframing, and high-fidelity prototyping. Background in visual design and customer-facing roles with a strong focus on accessibility, responsive design, and real-world problem solving.

EDUCATION

Bachelor's Degree: Studio Art (Digital Art Emphasis)
University of Virginia | August 2024

UX PROJECTS

SmartCart – UX Designer
Independent UX Project | 2025
- Conducted UX research including user interviews, surveys, and competitive analysis to identify user pain points and opportunities.
- Synthesized qualitative research into personas, empathy maps, journey maps, and user flows using Miro.
- Designed information architecture, task flows, and low-fidelity wireframes to support intuitive navigation.
- Developed high-fidelity wireframes and interactive prototypes in Figma for mobile user experiences.
- Planned and executed usability testing sessions and iterated designs based on user feedback.
- Applied accessibility and inclusive design principles to support users with dietary restrictions and varying abilities.

Minyan – UX Designer
Independent UX Project | 2025
- Designed a responsive web application to improve scheduling and attendance coordination.
- Conducted user research and organized insights using Miro to define personas and accessibility needs across age groups.
- Created user flows, wireframes, and interactive prototypes focused on clarity and ease of use.
- Applied user-centered design and usability principles to reduce friction and cognitive load.
- Incorporated stakeholder feedback to refine interface and interaction design.

SELECTED DESIGN PROJECTS

Nightowls Needlepoint – Logo Designer | 2025
- Developed brand identity and logo design through research, concept development, and iterative feedback.
- Delivered final logo assets aligned with brand strategy and visual standards.

PROFESSIONAL EXPERIENCE

Fulfillment Associate
AJ Tickets | Jan 2024-Current
- Provided customer support by identifying user problems and delivering effective solutions.
- Communicated complex information clearly and efficiently to diverse users.
- Managed multiple priorities in a high-volume environment while maintaining accuracy and quality.
- Strengthened user empathy, problem-solving, and stakeholder communication skills.

SKILLS

- User experience and product design
- User interviews and personas
- Empathy and journey mapping
- Task flows and wireframing
- Accessibility standards (WCAG)
- Design systems and visual design
- UX research and qualitative analysis
- User-centered and interaction design
- Information architecture and user flows
- Prototyping and usability testing
- Responsive and mobile design