

# LUIS MARGALIT

UX Designer | Product Designer

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## SUMMARY

UX Designer focused on user-centered, accessible, and research-driven product design. Experience across discovery, research synthesis, interaction design, and high-fidelity prototyping. Background in visual design and customer-facing roles with a strong emphasis on clarity, usability, and real-world problem solving.

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## CORE SKILLS

UX & Product Design • UX Research • User Interviews • Personas • Empathy Mapping • Journey Mapping • Information Architecture • User Flows • Wireframing • Prototyping • Usability Testing • Accessibility (WCAG) • Responsive Design • Design Systems • Visual Design

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## TOOLS

Figma • Miro • FigJam • Adobe Creative Suite

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## UX PROJECTS

### SmartCart — UX Designer

Independent Project | 2025

- Led end-to-end UX design for a grocery shopping app focused on accessibility and dietary safety
- Conducted user interviews, surveys, and competitive analysis to identify key pain points
- Synthesized research into personas, empathy maps, journeys, and user flows
- Designed low- and high-fidelity wireframes and interactive prototypes in Figma
- Planned and conducted usability testing; iterated designs based on findings

### Minyan — UX Designer

Independent Project | 2025

- Designed a responsive web app to improve scheduling and attendance coordination
  - Conducted user research to define personas and accessibility needs across age groups
  - Created user flows, wireframes, and prototypes emphasizing clarity and low cognitive load
  - Refined designs through stakeholder and user feedback
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## DESIGN PROJECTS

### Nightowls Needlepoint — Brand Designer | 2025

- Designed brand identity and logo through research, concept development, and iteration
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## EXPERIENCE

### AJ Tickets — Customer Support & Operations

- Resolved user issues by identifying root problems and delivering effective solutions
  - Communicated complex information clearly to diverse users
  - Built strong user empathy, problem-solving, and stakeholder communication skills
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## EDUCATION

### University of Virginia

B.A. Studio Art