

Athiza Mei Romero

U I / U X D e s i g n e r

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SUMMARY

Hello! I'm Athiza Mei Romero, a recent graduate and passionate UX/UI designer. My design philosophy revolves around storytelling with **storyboarding**, crafting seamless structures using information architecture, and mapping intuitive journeys through detailed **wireframing**. I thrive on understanding users via **personas**, conducting insightful **user research**, and applying creative problem-solving. From **impactful use cases** to envisioning compelling user journeys, I am dedicated to designing accessible solutions. Excited about contributing to DSI's innovation, my goal is to break barriers and bring businesses effortlessly into the tech realm. Let's collaborate on creating **user-centric** and **accessible designs**!

WORK EXPERIENCE

- Client : **Sage | Ecommerce**

The Case : Research | UX | Branding

Before

- No Sage website
- No online platform
- Company not in the digital market

What I did

- Initiated the project
- Created **wireframes** and prototypes using **Figma** and **Photoshop**
- Worked with other teammates for a better understanding of the website creation
- Analyzed and Designed the product branding
- Wrapped it up with a case study
- Assembled and Managed the project with an Agile framework

After

- A 30% surge in sales

- 40% global recognition boost
- 50% brand visibility increase
- 25% growth in community engagement

● Client: **Blue Flower | Support App**

The Case : Research | UX

Before

- No Blue flower
- No online platform for veterans
- No communication bridges

What I did

- Initiated the website
- Conducted research on the lives of veterans
- Created **wireframes**, and user flows with **Figma**
- Designed the product for veterans
- Included must-have features based on the research conducted

After

- Designed the Application
- Curated a case study to showcase the research
- Great feedback from my mentors
- 20% Employment surge for the after-deployment veterans.

● Client: **BCU | FTUX**

The Case : Research

Before

- No callback forms
- No online application form
- No search filters for the students
- No AI-generated chatbox for easy communication

What I did

- Initiated the project
- Research the current website problem

- Designed the must-have added feature with Figma
- Created the case study to showcase its results

After

- Easily accessible website
- Local and international students can submit applications
- No need for students to initial call from the university
- Request callback and online application

EDUCATION

- **KodeGo, Philippines**

Full Stack Web Development

Despite completing a comprehensive web development bootcamp, I discovered a natural inclination towards crafting engaging and user-centric interfaces.

Skills I gasp

Proficient in UI/UX design principles

Skilled in wireframing and prototyping using tools like Figma

Strong understanding of user personas and journey mapping

Experienced in creating mockups and designing for accessibility using Illustrator and Photoshop

Familiar with design systems for consistent and cohesive user experiences

- **Jain University, Bengaluru**

BSc. Interior Design

SKILLS

DESIGN TOOLS

- FIGMA
- ILLUSTRATOR
- PHOTOSHOP
- BLENDER

INTERACTION DESIGN

- MICRO INTERACTIONS
- USER FLOWS
- TRANSITION
- NAVIGATION DESIGN

COLLABORATION

- TEAM COLLABORATION
- EFFECTIVE COMMUNICATION