TAHAYLIA HIGGINS

tayhiggins14@gmail.com | Alpharetta, GA, USA | https://uiux-portfolio-kappa.vercel.app/

SUMMARY

User Experience Designer who empathetically creates intuitive and functional designs to meet the needs of end-users

EDUCATION

Arizona State University | May 2024
Bachelor's, Graphic Information Technology—Full-Stack Web Dev   *GPA: 4*

CERTIFICATIONS

Google, UX Design Professional Certificate

EXPERIENCE

Evanston Church of God | June 2020 – July 2021
Volunteer Registration Specialist
- Handled 100+ volunteer registration inquiries weekly via phone and email to ensure timely issue resolution
- Maintained and updated members' records accurately using Excel to improve data organization
- Streamlined the registration process by identifying and addressing common issues

PROJECTS

Fund Flow | B2B SaaS Loan Management Web App
- Designed a web app to improve efficiency in small business loan applications
- Created AI features to enhance financial decision-making and drive business success
- Optimized accessibility for cross-device usability to ensure inclusive user experiences

XpensePal | B2C Personal Finance Mobile App
- Designed a cross-platform app for financial management targeted at Gen Y and Z
- Built features for expense tracking, savings, and debt repayment
- Implemented a rewards system for higher user engagement and retention

Cake Wrecks | Entertainment Blog Redesign
- Led the UX redesign of the Cake Wrecks blog to improve usability and navigation
- Collaborated with team to enhance user experience and preserve brand identity

SKILLS

Skills: Figma, Adobe Creative Suite, Sketch, Lottie, Canva, Product Design, Graphic Design, Prototyping, Wireframe, Market Research, UI/UX Design, Usability Testing/Engineering, HTML/CSS, JavaScript, GitHub, Microsoft Office, Google Workspace, Agile, Git, **Languages:** Spanish