

TAHAYLIA HIGGINS

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SUMMARY

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

EDUCATION

Arizona State University, Tempe, AZ | Mar 2020 – May 2024

Bachelor's, Graphic Information Technology—Full-Stack Web Dev

GPA: 4

EDUCATION CERTIFICATIONS

Google | June 2024 – Aug 2024

UX Design Professional Certificate

EXPERIENCE

Evanston Church of God, Evanston, IL | June 2020 – July 2021

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 | Oct 2024 – Nov 2024

- 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 | Dec 2023 – Feb 2024

- 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 | Aug 2023 – Sept 2023

- 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

Design & UX Tools: Figma, Adobe Creative Suite, Sketch, Canva

UX Processes & Techniques: UI/UX Design, Responsive Design, UI/UX Testing, User Engagement, Information Architecture (IA), Usability Testing, Branding, Color Design

Web Development Skills: HTML/CSS, JavaScript, jQuery, Front-End Development, Responsive Web Design, CSS Frameworks (Bootstrap, SASS)

Collaboration & Methodologies: Cross-functional Collaboration, Stakeholder Interviews, Requirements Gathering, Teamwork, Meeting Deadlines

Product Management: Product Strategy, Market Research, Business Analysis, User Story Mapping, Feature Prioritization, Product Lifecycle Management

Soft Skills: Critical Thinking, Creative Problem Solving, Empathy, Team Collaboration, Time Management, Adaptability, Attention to Detail, Strong Communication, Initiative

Languages: Spanish