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

Bachelor's, Graphic Information Technology—Full-Stack Web Dev   *GPA: 4*

CERTIFICATIONS

Google, UX Design Professional Certificate

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, Usability Testing/Engineering, HTML/CSS, JavaScript, Agile, Git, Web Development, Word/Pages/Docs, UI/UX Design
Languages: Spanish