

# Tahaylia Higgins

## USER EXPERIENCE DESIGNER

tayhiggins14@gmail.com

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

## Projects

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### Fund Flow | B2B SaaS Loan Management Web App

08/2024 - 10/2024

- Designed a web app to improve efficiency in small business loan applications
- Created AI features to enhance financial decision-making and drive business success
- Enhanced accessibility for cross-device usability to ensure inclusive user experiences

### XpensePal | B2C Personal Finance Mobile App

01/2024 – 02/2024

- 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

01/2024 – 02/2024

- Led redesign of Cake Wrecks blog to improve usability and navigation
- Collaborated with team to enhance user experience and preserve brand identity

## Education

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### Arizona State University, BSc Graphic Information Technology

04/2024

Major: Full-Stack Web Development

### Google, UX Design Professional Certificate

2024

## Skills

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- **Tools:** Figma, Adobe Creative Suite, Sketch, Trello
- **User Research:** Usability Testing, A/B Testing, User Surveys, User Interviews
- **Wireframing & Prototype**
- **Coding:** HTML, CSS, JavaScript
- **Methodologies:** Agile, Lean UX