

# TAHAYLIA HIGGINS

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

## SUMMARY

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

## EDUCATION

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

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

GPA: 4

## EDUCATION CERTIFICATIONS

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**Google** | June 2024 – Aug 2024

*UX Design Professional Certificate*

## EXPERIENCE

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**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

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**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

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**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, Sketching, Storyboarding, Wireframes, Prototyping

**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