

# Tahaylia Higgins

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## EDUCATION

### Arizona State University

*Bachelor of Science in Graphic Information Technology, Full-Stack Web Development*

Tempe, AZ

March 2020 – May 2024

### Google

*UX Design Professional Certificate*

Remote

Aug. 2024

## EXPERIENCE

### User Experience Design Intern

May 2025 – July 2025

*Nooon*

*Remote*

- Redesigned the website, creating Figma prototypes, wireframes, and UX copy to improve usability and user flow.
- Led full rebranding, including logo, typography, and color palette to elevate the company's visual identity and online presence.
- Conducted stakeholder interviews and collaborated with developers and sales teams to enhance engagement and conversion.
- Built and maintained the website in WordPress (Elementor, Blocksy), ensuring responsiveness, mobile optimization, and usability.
- Participated in Agile 1-week sprints (Jira) to iterate designs based on team and stakeholder feedback to improve usability and functionality.

## PROJECTS

### FundFlow | B2B SaaS Loan Management Web App

Nov. 2024 – Dec. 2024

- Conducted interviews with small business owners and synthesized insights to guide team design decisions.
- Collaborated with a 4-person UX team to create user personas and journey maps.
- Designed high-fidelity wireframes and interactive prototypes for the Dashboard and Financial Tools pages in Figma.
- Developed style guide including logo, typography, and color palette for consistent visual identity.
- Iterated interface elements with the team to improve usability based on feedback.

### XpensePal | B2C Personal Finance Mobile App

Aug. 2024

- Designed end-to-end mobile app prototype for Gen Y and Z, covering research, wireframes, and high-fidelity prototypes.
- Conducted surveys, interviews, and secondary research to understand financial habits and pain points.
- Built features for expense tracking, savings goals, debt repayment, and a rewards system to drive engagement.
- Created style guide with accessible colors, typography, and branded visuals.

### Craigslist | Redesign E-commerce Marketplace

May 2024

- Created user personas from team research to identify sign-in issues and guide design decisions.
- Mapped user flow to structure the redesigned onboarding experience.
- Designed low- and mid-fidelity wireframes to improve clarity and personalization in the sign-in flow.

## SKILLS

**UX Methods and Research :** User interviews, surveys, competitive analysis, personas, user flows, wireframes, usability testing, heuristic evaluation

**Design and Prototyping Tools:** Figma, FigJam, Adobe Creative Suite, Canva

**Collaboration and Productivity:** Google Workspace, Zoom, Slack, Jira

**Web and Front-End:** WordPress (Blocksy, Elementor), HTML/CSS, JavaScript

**Accessibility and Inclusive Design:** WCAG-compliant design