

EXPERIENCE

Hertz Junior Full stack Designer March 2019 - Current

- Collaborate with product managers, business partners and engineers to help define product requirements and roadmaps
- Responsible for User Research, Interaction and Visual design, Prototyping and User testing across mobile and web products in MVP and follow-up stages
- Efficient usage of qualitative and quantitative data to solve problems
- Holding Design thinking, Inception and Scoping session with various stakeholder to help transition from waterfall to lean / agile way of working.



EDUCATION

Career Foundry, Berlin December 2018 – May 2020
Certified UX Designer with specialization in Front-end Development and Voice Controls.

Sketch Master, May 2019
User Experience Design in Sketch, and SVG workflows

MasterClass, London February 2018 – November 2018
Management in Action

- Absolute ownership and accountability for business results
- Passion for attracting, developing and retaining great talent
- Relentless commitment to deliver outstanding user experience

MY WORK FLOW

- ▼ | **FIELD RESEARCH**
 - | COMPETITIVE ANALYSIS
 - | **SCOPING SESSIONS**
 - | INTERVIEWS AND SURVEYS
- ▼ | **AFFINITY AND EMPATHY MAPPING**
 - | PROTOPERSONAS CREATION
 - | **USER JOURNEYS**
 - | USER STORIES & USER FLOWS
- ▼ | **INFORMATION ARCHITECTURE**
 - | SKETCHING
 - | **WIREFRAMING**
 - | HIGH FIDELITY MOCKUPS
- ▼ | **PROTOTYPING**
 - | USER TESTING
 - | **OUTCOME ANALYTICS**
 - | REFINING DESIGNS
- ▼ | **INTERACTIVE PROTOTYPES**
 - | HANDOVER AND DELIVERY