

CARINA ENSMINGER



UX/UI DESIGNER
& STRATEGIST

EDUCATION

Saint Joseph's University

Bachelor's of Science in

Business Administration

Major: Marketing | GPA: 3.91

SKILLS

HTML5 | CSS3 | Bootstrap

Sketch | Invisionapp

CONTACT

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EXPERIENCE

Web Design Student

Startup Institute | Feb 2016 - Apr 2016

Startup Institute helps individuals develop the skills and mindset to be high-impact at a high-growth company.

- Conducted user interviews, analyzed data, prototyped, and user-tested mobile application for VisitDays
- Created visual assets for new product concept for Waylens
- Redesigned website for indie-pop band The Cranks
- Learned the principles of user-centered design as well as the work-flow and relevant tools of the industry
- Coursework: HTML + CSS, User-centered design, Rapid ideation, Navigation and flow

Volunteer Coordinator

BUILD Greater Boston | Aug 2014 - Feb 2016

BUILD combats the high school drop out crisis in America through engaging at-risk students in entrepreneurship.

- Recruited, trained, and managed over 300 volunteers
- Conducted mentor focus groups and interviews to determine areas of improvement in mentor program
- Brainstormed and implemented solutions to areas of need in mentor program
- Led online auction which grossed over \$40,000 and included designing a web page on Wordpress

Honor's Thesis: "Beauty, Sexuality, & Branding"

Saint Joseph's University | Aug 2013 - May 2014

Year long research project required for Honors program.

- Analyzed representations of beauty and sexuality in the branding of Victoria's Secret
- Interviewed 35 consumers regarding their conceptions of beauty and conducted comparative analysis to actual depictions in branding

Head Resident Assistant

Saint Joseph's University | Aug 2011 - May 2014

Selected from a competitive pool of applicants to lead a group of Resident Assistants at Saint Joseph's University.

- Managed floor of 50 students and group of 20 RA's
- Organized 9 floor events per semester