

# Marisa Chantharayukhonthorn

UX DESIGNER

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## Education

The University of  
Texas at Austin  
Bachelor of Arts,  
Psychology  
Minor Sociology  
Expected 2018

## Coursework

Research Statistics  
and Design  
UX Design  
Cognition  
Elements of  
Programming

## Skills

UX Research  
Design Thinking  
Journey Mapping  
User Empathy  
Interaction Design  
Wireframing  
UI Prototyping  
Graphic Design  
HTML/CSS  
Photography

## Tools

Sketch  
InVision  
Illustrator  
InDesign  
Lightroom  
Photoshop  
Trello

## Experience

### Gardenio UX Intern

*Current*

- Created customer journey map detailing emotional pathway of interaction with company product
- Conducted user research and gathered data on beta product and iOS application for usability errors
- Build research plan to increase user comprehension of iconography and navigation patterns
- Ran A/B testing to increase conversion rates of company website based on identifying information architecture

### Tandem Studio Design Agency

*Fall 2017 - Current*

- Create websites, branding, and logo design deliverables for university orgs and external clients
- Assess client pain points within current application platform and ideate new design solutions
- Engage in design-thinking practices and adjust design process to best fit immediate project needs

### Graphic Design and Branding Freelance

*Fall 2014 - Current*

- Created design assets for winning 2018 UT Dallas Student Government presidential campaign
- Ran t-shirt design fundraiser for low-income students in Austin involved in Anthropos Arts foundation

### Psychology Research Assistant

*Fall 2015 - Spring 2017*

- Assisted with dissertation project to empirically solve hypothesis with psychology research methods
- Recruited participants through simple sampling and collected quantitative data set from surveys
- Analyzed data collected over 9-month period and evaluated correlation patterns within data set

## Projects

### Krew

*Spring 2018*

- Current brand and logo co-designer for local tech start-up company based in downtown Austin
- Provide branding and UX strategy to increase future profit margins and gain user traffic
- Equip developers with knowledge of viable users and defend proposals based on psychology background

### InTouch

*Spring 2018*

- Created and developed iOS application at TAMUHack 2018 which tracks mental and physical health
- Worked with team to ideate problems in college students' personal lives and viable solutions
- Designed all graphical assets and navigation pattern of app for developer implementation

### Toilet Times

*Fall 2017*

- Created at HackTX 2017, selected as Top 10 Finalist, won Best Use of Amazon Web Services
- Produced all visual assets, wireframes, mockups, logo, and color palette for Android application
- Designed product functionality and pageflow based on user-centered design approach