Marisa Chantharayukhonthorn
UX DESIGNER

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Education
The University of Texas at Austin
Bachelor of Arts, Psychology & Minor Sociology, May 2018

Coursework
Research Statistics and Design
UX Design
Cognition
Elements of Programming

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

Tools
Sketch
InVision
Principle
Axure
Illustrator
InDesign
Lightroom
Photoshop
Trello

Experience

Gardenio UX Intern
January 2018 - May 2018
- Conducted user research and gathered data on beta product and iOS application for usability errors
- Designed multiple explorations of website checkout flow to increase conversion rates
- Built research plan to boost user comprehension of iconography and navigation patterns
- Created customer journey map detailing emotional pathway of interaction with company product

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