

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 - May 2018

- 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 2015 - 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