

OBJECTIVE

I design intuitive and engaging user-centered apps, websites, and solutions. My process combines the analytical, technical, and artistic aspects from my previous experience in music and design.

UX SKILLS

Research

Competitor Analysis
Layout Analysis
User Interviews
User Journeys
Persona Distillation
User Flows

Information Architecture

Sitemaps
Card Sorting
Page Templates

Design

Sketching
Task Analysis
Wireframing
User Interface Design
High Fidelity Mock Ups

Testing

Usability Testing
Rapid Prototyping

TOOLS

Sketch 3
OmniGraffle
Photoshop
InVision
Hype 3
HTML / CSS / SASS
Basecamp
Trello
Zeplin

EXPERIENCE

UX/UI Designer – Umi Kitchen

January 2016

- Design responsive dashboard for home cooks to submit meals to Umi Kitchen app.
- Develop features through user and stakeholder interviews.
- Perform user tests with InVision prototypes.
- Provide wireframes and specs for development team including Zeplin integration.

Freelance UX Designer – DiMassimo Goldstein

September 2015 – Current

- Educate and lead clients through the UX process.
- Perform research, strategy & design to create responsive websites.
- Prepare deliverables that meet the requirements and specs for production.

UX Designer – OkMyOutfit

May 2015

- Analyze and investigate areas of improvement for professional styling website.
- Redesign home page to provide clear communication to viewers.
- Modify on-boarding process to increase visitor conversion.
- Perform usability tests and iterate on Style Profile designs.

UX Designer – Trail Brief

April 2015

- Create and design a trail info app for hikers.
- Interview hikers to determine needs and features.
- Prepare detailed research report and planning documentation.
- Run usability tests and iterate on designs, resulting in a hi-fi prototype.

EDUCATION

User Experience Design Immersive

March 2015 – May 2015

General Assembly - New York, NY

Graphic Design & Typography

January 2015 – May 2015

School of Visual Arts - New York, NY

Bachelor of Science in Music Business

January 2009 – October 2009

Full Sail University - Orlando, FL

Associate of Science in Recording Arts

September 2007 – October 2008

Full Sail University - Orlando, FL