

Delijah Anderson

UX/UI & Product Designer

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EDUCATION

Arizona State University

Mesa, Arizona

Bachelor of Science in Human Systems Engineering | Focus: User Experience

May 2024

- **GPA:** 4.08
- **Relevant Coursework:** Research Methods, Information Design & Usability, Front-End Development, Product Design, Human-Computer Interaction, Human Systems Integration, Statistics, Cognitive Science, User Experience, Applied Psychology, Engineering Fundamentals, Human Factors, Data Visualization

Scottsdale Community College

Scottsdale, Arizona

Associate in Fine Arts with High Distinction

May 2021

EXPERIENCE & PROJECTS

Akwai Hero's League, Mesa AZ

User Experience Intern

October 2023 - April 2024

- Collaborated with lead designers and project managers to manage project timelines, milestones, and deliverables, to meet 90% of company goals.
- Participated in design reviews to refine project goals and ensure alignment with objectives.
- Conducted research to gather data on user behaviors and pain points to reduce user errors by 10%.
- Utilized research methods that included a competitor analysis to showcase findings of similarities.
- Presented a final case study to discuss findings and recommendations to increase user engagement by 20%.

ETACare, Mesa, AZ

UX and Product Designer

- Implemented a task management app to streamline communication between caregivers and patients, resulting in 2 iteration designs that helped improve user satisfaction.
- Assessed a comprehensive usability testing and led a detailed task analyses, uncovering key usability issues; implemented actionable improvements that enhanced user satisfaction to reduce task flow by 10%.
- Developed extensive research through surveys, user flows, and user requirements analysis to increase task completion by 15%.

Dutch Bros, Mesa, AZ

UX Designer and Researcher

- Designed a desktop and mobile app version of Dutch Bros Interface to improve the functionality, user navigation, and overall usability of the website by 20%.
- Collaborated with a team of 5 UX designers and UX researchers to conduct user research, a heuristics evaluation, and usability test, with over 10 users.
- Arranged a thorough usability testing, leveraging scenarios and tasks to observe users and identify potential issues, which resulted in finding 3 major issues.
- Decreased user error by 70% efficiency, when utilizing research methods such as surveys and card sorting.

SKILLS & CERTIFICATIONS

Technical Skills: User Experience Design, User Research, User Testing, Information Architecture, Wireframing, Prototyping, Interaction Design, User Interface Design, HTML, CSS, Javascript

Tools: Figma, Adobe XD, Adobe Illustrator, GitHub, VSCode, SPSS

Certifications & Training: Digital Color Theory, Interaction Design Fundamentals, Design Thinking