

# ERICA GUIDO

UX Designer | Researcher

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## SKILLS

User Research  
Competitive Analysis  
Personas  
User Flows  
Sitemaps  
Wireframes/Mock-ups  
Prototyping  
Card Sorting  
Usability Testing  
Web Design  
Basic HTML, CSS

## TOOLS

Sketch  
Balsamiq  
InVision  
Survey Monkey  
Atom

## PROJECTS

Ink Tank App Design  
October 2017 – May 2018

- Ink Tank is a tattoo app that helps users find tattoo inspiration and connecting users to artists.
- The goal of Ink Tank is to decrease the likelihood of regretting a tattoo while increasing the chances of loving the tattoo forever.
- Conducted heavy research and competitive analysis, as well as designed wireframes with Sketch and prototypes with Balsamiq.
- View prototype through InVision: <https://invis.io/QXG9JHNCH3R>

## EDUCATION

**Certificate in User Experience Design** July 2017 - July 2018  
Specialization in Frontend Development  
*CareerFoundry*

- Intensive course for UX designers, specializing in UX fundamentals, methods, information architecture and research-driven approaches to design, as well as prototyping, wire framing, and understanding UI elements.
- Created a tattoo app called Ink Tank using tools like Sketch and InVision while following the guidelines of UX design.
- Gained foundational knowledge of HTML, CSS and JavaScript through building a portfolio website during front-end specialization course.

**BA in Psychology** May 2016  
Minor in Sociology  
*William Paterson University* Wayne, New Jersey

- Specialized in Abnormal psychology, Cognitive Psychology, Personality Theory, Perception Theory, Statistics.

## EXPERIENCE

Crew Member February 2018 -Present  
*Trader Joes* Princeton, New Jersey

- Maintains, organizes and up-keeps fresh produce section in store.
- Tracks shipments and reviews over manifests to organize incoming products.

Receptionist July 2016 - February 2018  
*Trenton Orthopedic Group* Pennington, New Jersey

- Recorded and updated important medical information about the patients provided for the doctors.
- Performed administrative duties by answering phones, handling correspondence and keeping the lobby and patient rooms clean.

Caregiver and Family Assistant August 2014 - July 2016  
*Gokhale Family* Hamilton,  
New Jersey