

MIA LEWIS

U X / U I D E S I G N E R & R E S E A R C H E R

EXPERIENCE

UX/UI DESIGNER | CONTRACT

Riff | June 2022-July 2022

- Collaborated with three other designers to delegate individual responsibilities and develop a project plan to redesign the client's financial tool dashboard for their website.
- Facilitated conversations with the stakeholders to gain feedback and periodically presented the progress of the team's findings and insights to ensure we met business requirements and user needs.
- Translated user feedback to reduce cognitive load by creating a new UI design direction of redesigning new screen layouts.
- Established brand consistency for the client by building user interface elements while adhering to style standards.

MERCHANDISE ASSISTANT

JCPenney | January 2020-April 2020

- Managed eCommerce experience by collaborating with Senior Site Merchants to develop new strategies for online (Flagship) shopping.
- Conducted competitor analysis by comparing the online shopping experience and design solutions and contributing to field observations by collecting data on shopping experiences in-store to transform the user experience online.

OFFICE MANAGER

Projekt202 | September 2018- December 2019

- Designed systems to solve problems of the office and employees. One example assisted in creating an in-office seating app that would help employees find an open desk to work at for the day.
- Collaborated with multifunctional teams to meet the needs of employees, executives, and clients.
- Participated in multiple usability testings for various projects to assist with research.

UX/UI PROJECTS

UX/UI DESIGNER & RESEARCHER | Mind Evolution

- Conducted research and translated findings to build a solution product that met the Mind Evolution user needs.
- Utilized design thinking strategies such as contextual inquiries, usability testing (qualitative & quantitative), wireframing, and high-fidelity prototyping to help understand the in-depth thought processes of users and the underlying structure of their activities.
- Implemented user interface design decisions by executing Mind Evolution's brand identity with easy-to-use design solutions to establish better functionality and a strong bond between user and brand.

UI/UX DESIGNER & RESEARCHER | CityPups

- Managed the Agile process to answer business questions by quickly designing, prototyping, and testing ideas.
- Organized and reviewed the user research, business requirements, product goals, and technical capabilities to develop a successful UX solution that meets the business and user experience needs.
- Built user journeys and high-fidelity prototypes and orchestrated usability testing gathered from research analysis to develop a final iteration for CityPups to become a practical resource in the dog adoption community.
- Created the user interface design direction by utilizing the lightning demos and translation of research to reduce problems and increase the completion of the end goal for users.

UX/UI DESIGNER | Next Level Fitness

- Ingested the business requirements, product goals, and technical capabilities to devise a successful UX solution that meets the business and experience needs.
- Administered additional heuristic analysis of competitors and user interviews to gain insight into the market offerings and prevent pain points for the Next Level Fitness audience.
- Developed UI elements, mockups, and prototypes that clearly illustrate how the app functions and looks to reduce problems for users.
- Incorporated user and business needs by iterating on solutions and employing usability testing to validate the hypothesis.



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SKILLS

UX/UI DESIGN

- **UX Design** (Usability Testing, Information Architecture, User Flows, User Stories, and Journey Mapping)
- **UX Research** (Quantitative & Qualitative Research, Heuristic Analysis, User Interviews, and User Surveys)
- **Product Design** (Low-High Fidelity Design, Wireframing, and Rapid Prototyping)
- **UI Design** (Sketching, Persona Building, Empathy Maps, Branding, Style Guides, Color Theory, Interaction & Animation)
- **Collaboration**

TOOLS

- Figma
- Miro
- Marvel
- Canva
- Sketch
- InVision
- HTML
- CSS

EDUCATION

UI/UX DESIGN FELLOW, CERTIFICATION

Springboard

2021-2022

BACHELOR OF SCIENCE IN FASHION MERCHANDISING & PSYCHOLOGY

Texas Christian University

2012-2015

ASSOCIATES OF ARTS IN PRODUCT DEVELOPMENT

Fashion Institute of Design & Merchandising

2007-2009