

UX Designer with **3 years of web development expertise**, bridging design and development **to craft seamless**, **scalable**, **and consistent digital experiences**.

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# **EXPERIENCE**

# Lead UX Designer and Developer | NaturalU | Founder

11/2020 - Present

Educational app I founded and continue to develop, fostering open discussions on natural hair through community-driven video content and Q&A.

- Conducted research with 200+ Black women, revealing insights that shaped targeted solutions and defined user personas.
- Designed wireframes, user flows, and high-fidelity prototypes in Figma, streamlining information architecture and UI, which enhanced usability and reduced user friction in the final product.
- Utilized React, TailwindCSS, and JavaScript to develop a responsive mobile app, seamlessly integrating design with the codebase, and improving performance and user engagement.

# Product Designer | KDIT Solutions | Contract

04/2024 - 05/2024

B2B enterprise solutions provider for IBM Maximo/ERP, streamlining workflows, ensuring compliance, and enhancing user adoption

- Designed and implemented a dashboard for Test Wise, streamlining workflows and improving efficiency for 20+ project managers by leveraging insights from a competitive analysis of top industry competitors.
- Developed 12 wireframes and high-fidelity prototypes in Figma, streamlining the design process and enhancing team collaboration, resulting in faster project delivery and improved alignment.
- Presented the final design solution to KDIT's president, receiving commendation for its quality and alignment with project goals.

# Software Engineer | ADP | Full-time

07/2022 - 12/2024

Leader in payroll, HR, and workforce solutions, serving businesses of all sizes, including Fortune 500 companies.

- Developed a C# API for ADP, streamlining onboarding for 20,000+ clients and boosting efficiency while ensuring reliability with robust unit testing protocols.
- Partnered with UX teams to update ADP's Run product with React, Node, and Express, improving usability and performance for 800,000+ small business clients
- Implemented comprehensive unit testing protocols with Mocha, Chai, and Jest, achieving 95% test coverage and significantly reducing defects in production.

#### SKILLS

#### Design Skills:

# **User Research & Testing:**

Personas, User Interviews, Usability Testing, Competitor Analysis

#### Visual & Interaction Design:

User Interface Design, Information Architecture, Interaction Design, Design Systems, Site Maps, Mood Boards, Wireframes, Prototyping, User Flows, Mockups

#### **Development Skills:**

HTML, CSS, TailwindCSS, React, Javascript, Node, Express, C#

#### Tools:

Figma, Miro, Trello, Jira, Google Suite

### **EDUCATION**

**Springboard**UI/UX Certificate

Rochester Institute of Technology

**B.S Web and Mobile Computing** 

# **UX PROJECTS**

# Gatherly

- Enhanced mental well-being and engagement by designing a community app addressing the 58% of young adults experiencing high psychological stress.
- Delivered data-driven UX artifacts, including user flows, wireframes, and prototypes, streamlining the design process for targeted solutions.
- Improved design decision-making by developing user research protocols and conducting interviews that directly informed design strategies.

# Gallery Pal

- Increased user engagement by crafting an app to elevate museum visits, leveraging sketches, storyboards, interviews, and prototypes.
- Delivered innovative solutions within a five-day framework using the Google Ventures Design Sprint method, driving user-centered outcomes.
- Facilitated breakthrough ideas through ideation techniques like Crazy 8s and How Might We, creating impactful design solutions.