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

# **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, 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

- Developed a dashboard for Test Wise, enhancing efficiency for 20+ project managers by implementing insights from competitive analysis of key industry players.
- Created 12 wireframes and high-fidelity prototypes in Figma and utilized Miro for team collaboration.
- Presented the final design solution to KDIT's president, garnering positive feedback.

# 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.

- Engineered a C# API for ADP, optimizing the onboarding process for 20,000+ new clients, and implemented unit testing protocols for improved reliability.
- Collaborated with UX teams to update ADP's Run product using React,
   Node, and Express, enhancing usability and performance for 800,000 small business clients.
- Implemented comprehensive unit testing protocols using Mocha, Chai, and Jest, achieving a 95% test coverage rate.

#### 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.