



HANNAH PEPUS

UX/UI DESIGNER

SKILLS

- Figma (Wireframing & Prototyping)
- Adobe Illustrator
- Adobe Photoshop
- HTML/CSS/Javascript
- Git/Github
- Generative AI (Midjourney, DALL-E)
- Responsive Design
- Human-Centered Design
- User Research & Testing

CONTACT

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PORTFOLIO

<https://hannahpepus.github.io>

EDUCATION

DesignLab
UX/UI Certificate
2024

Coastal Carolina University
B.S. in Business & Marketing
2013-2016

RELEVANT EXPERIENCE

UX/UI DESIGNER | NABI STUDIO

March 2024 - Present | Los Angeles, CA

- Designed & built responsive websites using Figma, WordPress, & Shopify.
- Conducted market & user research to improve user experiences & increase sales.
- Crafted logos & graphics for businesses in tech, events, health & beauty, & other industries using Adobe Illustrator & Adobe Photoshop.

WEB & GRAPHIC DESIGNER, MARKETING | FREELANCE

Dec. 2020 - Jan. 2022 | Oakland, CA

Completed web & graphic design projects for several Oakland cannabis deliveries:

- Used WordPress to build e-commerce websites or refresh existing websites to improve the user experience & increase engagement and sales.
- Designed product packaging, event posters and more using Adobe Illustrator.
- Crafted engaging marketing emails to inform users of promotions and events.

EVENTS MANAGER | THE YARD

Feb. 2019 - Mar. 2020 | Syracuse, NY

- Produced engaging social media posts using Adobe Creative Cloud.
- Photographed events & edited images in Photoshop for social media promotions.
- Coordinated music, vendors, & more for community events.

MARKETING & EVENTS MANAGER | HYL NORTH AMERICA

Dec. 2017 - Mar. 2019 | Syracuse, NY

- Developed printed materials such as large posters, step & repeat backdrops, brochures, & flyers for marketing promotions.
- Designed graphics for social media promotions to increase customer acquisition.

FEATURED UX/UI PROJECTS

iCOACH

END-TO-END MOBILE LLM-BASED FITNESS COACHING APP

- **RESEARCH:** Conducted comprehensive user & market research.
- **DEVELOPMENT:** Created user personas & prioritized app features to ensure alignment with user needs & market trends in the fitness industry. Developed user flows & designed low-fidelity wireframes in Figma, seeking feedback to refine designs into a user-centered & intuitive app experience.
- **BRANDING:** Developed a logo & color palette. Created imagery with Midjourney.
- **TESTING:** Conducted Figma prototype testing to refine the user experience, resulting in a polished high-fidelity prototype.

OLIVERTUTOR.ME

RESPONSIVE WEBSITE FOR ONLINE TUTOR

- **RESEARCH:** Conducted competitor SWOT analysis & user interviews to inform creation of user personas and prioritization of website features.
- **DEVELOPMENT:** Prioritized features to strike a balance between business needs, user needs, & technical constraints. Honed in on the primary user flows & visualized them using Figjam. Designed wireframes & prototypes in Figma.
- **BRANDING:** Created imagery for the website using Midjourney. Designed a logo for the business & graphics for the website using Adobe Illustrator.
- **TESTING:** Conducted prototype testing & iterated to ensure a user-centric experience.