

# Idara Ubong

## UX/UI Researcher & Designer

### PROFESSIONAL EXPERIENCE

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#### User Experience Designer | Freelance

December 2019 – Present

- Created the Sobered Health app, a resource for recovering from addiction that offers mental health resources, tracks sobriety progress and administers support towards maintaining sobriety
- Created the MyTeleHealth app, a resource for managing health conditions independently and staying connected to local resources, demonstrating a thorough understanding of user centered design.
- Created the CastNow: Talent Search app, a resource for streamlining creative collaborations that prioritizes professionalism and personal safety
- UX Designer for AI Pacha Inc creating high fidelity mobile and desktop wireframes revitalizing digital platforms for their clients using Figma

#### Genesis Total Healthcare | Healthcare Administrator

March 2020 – present

- Coordinated with patient physicians and specialists to ensure updated homecare orders resulting in a 35% increase in returned patient orders
- Digitized physical inventory to paperless using Microsoft Office streamlining the home care supply chain
- Prepared grants and determined objectives in order to secure funding on behalf of the company building visibility and credibility

#### Tesla Motors | Gallery Advisor

November 2018 – July 2020

- Educated, consulted, and demonstrated electric cars and clean energy products with customers providing insights to key features increasing brand awareness
- Maintained a healthy sales pipeline by scheduling and checking customer sales using Salesforce
- Achieved top 5 lead capture status for Midwest region in Q3 in 2019

#### Wayne State University | Research Assistant

June 2016–May 2020

- Assisted with several projects and compiled findings to further peripheral nerve regeneration research with nerve conduits and nerve gap injuries.
- Learned a variety of skills from assisting in Sciatic Nerve animal study and studying the responses of macrophages, neurons and Schwann cells with cell culture to further spinal cord injury research

### CONTACT

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### EDUCATION

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#### Wayne State University

2015–2020

Bachelor's of Science in  
Biomedical Engineering

#### University of Michigan Dearborn

2021–present

Master's of Science in Human  
Centered Design and Engineering

### INDUSTRY KNOWLEDGE

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Design Thinking  
Competitor Analysis  
Card Sorting  
Task Flows  
User Flows  
Wireframing  
Rapid Prototyping  
User Interface Testing  
User Research  
User Interface Design

### TOOLS & TECHNOLOGIES

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AdobeXD, Adobe InDesign, Adobe  
Photoshop, Marvel, Figma, InVision,  
Balsamiq, Google Survey, A/B Testing,

### CODING SKILLS

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HTML, CSS, Javascript