

ISABELLA POTAPENKO

CONTACT

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SKILLS

- User-Centered Design
- Competitive Analysis
- Generative and Evaluative Research
- User Personas
- Mobile-First and Responsive Design/Css Layout
- User Flows
- Iterative Wireframing and Prototyping
- Usability and Preference Testing
- Design Documentation and Presentation
- HTML and CSS Fundamentals
- Javascript Basics
- Git and Github for Collaboration
- Problem Solving
- Providing Support
- Communication
- Time Management
- Collaboration
- Proficient in Russian

TOOLS

- Figma
- Adobe XD
- Sketch
- Miro
- VSCode
- Github and Github Desktop

EDUCATION

UX DESIGN PROGRAM CERTIFICATION

CAREERFOUNDRY
NOV 2023

BA IN VISUAL STUDIES

Minor in Museum Work and
Curatorial Studies
THE NEW SCHOOL
summa cum laude, 2020

SUMMARY

UX Designer with a diverse background in customer service and administrative roles, cultivating a passion for human connection and approachable spaces. Excel at efficient problem-solving without compromising quality or customer satisfaction. Bringing a quick learning, collaborative, and positive approach to crafting innovative, user-friendly solutions.

PROJECTS

Wellthy App (CareerFoundry, UX Immersion)

UX/ UI Designer

Oct 2022 – Oct 2023

- Designed a health and wellness app that offers users personalized advice based on their individual needs
- Conducted user research, designed wireframes and interactive prototypes with Figma, facilitated user testing sessions, and integrated valuable feedback to refine design usability while adhering to WCAG guidelines.

EXPERIENCE

Wyckoff House Museum (New York)

Administrative Coordinator/ Bookkeeper

July 2022 – Present

- Maintain the administrative and financial functions for non-profit museum.
- Oversee accounts payable and accounts receivable, compile quarterly Profit and Loss and Cash Flow Reports, ensure adherence to deadlines, coordinate staff to meet those deadlines effectively, and finalize grant reports.
- Adhere to organizational deadlines and diligently monitor expenditures.

Appfolio (Remote)

Leasing AI Operator

Sept 2021 – July 2023

- Assisted the leasing AI in converting prospective leads into scheduled property tour appointments.
- Interacted with leasing prospects through text and email, addressing usability concerns to ensure a seamless experience; reported data on product functionality and usability to both software engineers and the product team for continuous improvement
- Collaborated on the development of comprehensive style guides and copy for the AI chatbot, enhancing user experiences and engagement through the implementation of personalized and automated features.

New Museum Store (New York)

Key holder/ Buyer/ Social Media Manager

Dec 2021 – July 2022

- Managed the operation of the Museum Store at the New Museum.
- Carefully curated product selections, efficiently processed incoming inventory, handled social media content creation (including photography and photo editing), and executed a strategic and creative visual merchandising approach.
- Attracted museum goers to relevant, art related products

Black Fox Coffee (New York)

General Manager

July 2018 – Sept 2021

- Lead a team of staff in a high-volume coffee and service environment.
- Managed the end-to-end processes of ordering, inventory, invoicing, payroll, and employee onboarding, while overseeing the day-to-day operations of the cafe to guarantee customer retention.
- Maintained customer and employee retention and kept COGS at or below 20%.