

# ISABELLA POTAPENKO

## CONTACT

509-847-4479

isabellapotapenko@gmail.com

www.isabellapotapenko.com

## 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  
Curation

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**

**10/2022 – 10/2023**

- 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**

**07/2022 – 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**

**09/2021 – 07/2023**

- 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**

**12/2021 – 07/2022**

- 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**

**07/2018 – 09/2021**

- 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%