

Katya Hassett

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SUMMARY

UX/UI Designer with 3 years' experience as a UI/UX Developer combining creativity and usability to design web and mobile applications. I focus on creating compelling user experiences to improve key performance indicators, brand loyalty, and customer retention.

SKILLS

Technical: HTML5, CSS, GitHub, Bootstrap, Figma, Adobe XD, WordPress, Wix, HotJar

UX/UI: User-Centric Design Research, Visual Prototyping & Wireframing, User Interface Development

PROFESSIONAL EXPERIENCE

Smart Course Website Redesign | *Wix, Figma*

- Conducted customer discovery and developed persona profiles to determine user needs and develop features for both desktop and mobile ADHD resources.
- Collaborated within a product team to implement user designs into Wix. Logged and reported weekly KPIs to the team.
- I leveraged a human-centered design process to deliver an intuitive user interface. I designed and tested high-fidelity mockups in Figma and then published the iterated pages onto Wix. I used HotJar and Google Analytics to implement usability testing. I worked with developers to deliver quality products. I worked to ensure KPIs are measured each week and processed these insights to improve Smart Course products.

AOM Trading Website Developer | *WordPress*

- Designed prototypes for a responsive teaching platform hosted on WordPress.
- Built pages to follow user journeys that support the goals, needs, and users of AOM Trading.
- <https://aomtrading.com/>

ADDITIONAL WORK EXPERIENCE

Assistant Team Leader, **Americorps NCCC**, Denver CO. June 2019 March 2020

- Assisted in leading a team of 8-10 members in the Southwest region of the United States, completing community service with a variety of non-profit organizations.

EDUCATION

UC Berkeley, Berkeley, CA

UX/UI Design Certificate

An intensive 24-week long intensive program dedicated to designing and web applications and interfaces. Skills learned consisted of HTML5, CSS3, Javascript, JQuery, Bootstrap, and UX/UI Fundamentals (Empathizing, Persona Development, Ideation, Wireframing, Prototyping, Testing).

Cambridge Rindge and Latin School, Cambridge, MA

High School Diploma