MARITZA ILLERA

CONTACT

Queens, NY

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https://m-illera.github.io/portfolio

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SKILLS & TOOLS

A/B Preference Testing
Competitive Analysis
HTML, CSS, & JavaScript
Problem Solving
Prototyping
Responsive Design
User Interviews
User Personas
Wireframes
Figma
Adobe XD
VS Code
Git
Miro
UsabilityHub

EDUCATION

CareerFoundry
Certificate in **User Interface Design** with a specialization in **Frontend Development for Designers**

CUNY Queens College
BA in Sociology

SUMMARY

UI designer with a sociology and youth and community development background passionate about improving user experience and growing community. Extensive experience in identifying community needs by working directly with end users and stakeholders.

PROJECTS

MyPace iOS & Android Mobile App, UX/UI Designer

- Conceptualized and designed high fidelity mock-ups for a health focused native application to empower users to incorporate movement into their regular routine.

Budget Bliss iOS Mobile App, UI Designer

- Designed high fidelity mock-ups for a money-saving mobile app for individuals looking to create savings plans.

EXPERIENCE

Program Director, YMCA of Greater NY

2017-2022

- Responsible for maintaining the administration and supervision of SONYC and Beacon programs in various schools, serving 300+ community members, including hiring, training and supervision of 20+ staff and volunteers.
- Designed and adapted curriculums to cater to needs of students while transitioning from in-person to remote programming.
- Improved program enrollment by conducting user interviews and competitive analysis to provide fresh and trending program offerings.

Interim Director of Citywide Teen Programs, YMCA of Greater New York

2017-2018

- Coordinated and managed YMCA Teen programs in all 22 YMCA branches across New York City.
- Planned, executed, and hosted citywide events for over 200 teens, staff, and local government officials at Brooklyn Borough Hall and New York City Hall.

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