

# MARITZA ILLERA

## CONTACT

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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 pending 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, including events at Brooklyn Borough Hall and New York City Hall.