

Qualifications Summary

Detail-focused and meticulous professional with proven expertise in **Product / UI/UX Designing** and recently graduated from UX Design with Front End Development specialization course; fully committed to utilizing prior academic knowledge and thriving in challenging environment. Bilingual in Amharic and Spanish.

Lean/Agile UX Project Management

- ◆ Demonstrated ability to intellectualize customer-centric design for creating intuitive and visually appealing digital experiences for cutting-edge projects, enhancing overall user satisfaction, and driving product success.

Brand & Visual Identity

- ◆ Proficient in design tools and eager to learn new challenges in ever-evolving design landscape to deliver exceptional user interfaces.

User Research & Interviews

- ◆ Creative designer capable of conducting detailed research and analysis to balance and optimize stakeholder goals and knowledgeable in pioneering design principles and user-centered methodologies via information architecture.

Technical Proficiencies

- ◆ Adobe Suite, Excel, JIRA, Figma, HTML, CSS, R, Python, Java, Microsoft Office Suite, Google Suite, and Frontend Development.

Education & Certifications

Bachelor of Arts & Science, Cognitive Science-Neuroscience, minor in Bioethics – 2019 | University of Virginia

UX Design Certification, Front End Development Specialization – 2023 | Career Foundry

UX Project

Roomy Responsive Web App (*Instant Design Expert Access*)

- Attained 49% boost in user satisfaction by implementing customer-centric design process and prioritizing mobile-first approach to designing responsive web application.
- Conceptualized UI and UX for launch of new prototype, featuring introduction of 5+ essential user pathways.
- Yielded 360%+ surge in task success rates by engineering and delivering extensive portfolio of 100+ data-driven screens, spanning low-to-high fidelity iterations and prototypes.
- Acquired invaluable user insights through rigorous usability tests, preference assessments, and participatory design techniques, revealing initial total error rate of 80%; iterating on findings and alleviating error rates by 80%.

Professional Experience

Graphic Designer (*Freelance*) | Tewahedo Church – Remote

Sept 2021 – Present

Employ creative problem-solving techniques to tackle client issues and pioneer inventive solutions. Craft customized collateral for clients, while ensuring seamless brand identity alignment across both print and digital mediums.

- Bolstered conversion rate of 300+ attendees and transformed research-derived data into captivating visual graphics, producing flyers, emails, and various promotional assets.

Senior Patient Coordinator | Weill Cornell Radiology – New York, NY

Aug 2021 – Oct 2022

Recognized as subject matter expert (SME) for products and functioned as primary liaison between leadership, users, and internal and international external partners. Oversaw rapid throughput of outpatient and research patients within dynamic radiology facility, while managing daily caseload of 60+ patients alongside team of 15+ radiology experts.

- Accomplished up-surge inpatient survey responses by 11%+ within span of less than five months by spearheading implementation of novel patient health literacy and satisfaction protocols.
- Enhanced workflow efficiency and elevated patient satisfaction scores to consistently achieve 94% or higher on monthly basis by fostering collaboration among cross-functional cohort of healthcare experts.

Medical Assistant | Optimum Urgent Care – Stafford, VA

Aug 2020 – Apr 2021

Supported Covid-19 frontline workers in busy office serving up to 100 patients per day. Executed multiple tasks simultaneously with exceptional attention to detail. Trained new employees and served as back-office team leader. Performed routine medical tests and procedures on patients.

- Significantly reduced office waste within four months by creating new log sheets to streamline processes.
- Slashed new employee training periods by 25 % and maximized workflow efficiency in administrative tasks.

Research Assistant | Epilepsy Foundation of Virginia – Charlottesville, VA

Jan 2016 – May 2019

Coordinated volunteer staff in assisting people with epilepsy. Assessed client needs and supported problem-solving their concerns. Collected and tracked data and prepared presentation for members and donors. Managed donations and maintained donor lists. Composed service-needs assessment for multiple organization offices. Developed and ran patient-centered referral programs specific to multiple organization offices.

- Increased client-directed programs by 14.3% including physician training and law enforcement workshops.
- Boosted organization fundraiser turnout by 50-60%, growth to organization reach by ~3%, and major donors \$10K+ by 25%.