Miriam Desta

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PROFESSIONAL SUMMARY

UX Designer with a background in Cognitive Science, Neuroscience, and Bioethics. Experienced in empathizing and delivering the needs of various clients, employers and customers. Driven by an unwavering curiosity of human understanding and equipped with data-driven research skills, the ability to thrive in adverse situations and incisively pinpoint user pain points – I create innovative solutions with sustainable impact.

UX INITIATIVE

Roomy Interior Design App

Responsive web app enabling anyone, anywhere instant design expert access   *Oct 2022 – Present*

- Utilize customer-centric design process & mobile-first approach to create responsive web app resulting in a 49% increase in user satisfaction
- Design UX & UI for new prototype launch featuring 5+ new core user flows
- Develop & deliver 100+ data-driven, low-to-high fidelity screens & several prototype iterations, resulting in a 360%+ increase in task success rate
- Obtain user data via usability tests, preference tests & participatory design techniques unearthing total error rate of 80% which was iterated on & decreased error rate by 80%

UWord Vocabulary App

App empowering people to learn new languages on-the-go   *Jan 2021 – Nov 2022*

- Mobilized user-centered design process & mobile-first approach that contributed to 20% increase in app's task success rate thereby bolstering user flow & efficiency
- Enumerated user needs & goals via user interviews, user flows & persona creation yielding a 66.8% decrease in total error rate
- Produced 60+ low-to-high fidelity screens & several prototype iterations resulting in prototype launch featuring four new focal user flows

PROFESSIONAL EXPERIENCE

Weill Cornell Radiology

Senior Patient Coordinator | *New York, New York*   *Aug 2021 – Oct 2022*

- Facilitated outpatient & research patients in expeditious radiology facility, processing 60+ patients daily with team of 15+ radiology professionals
- Collaborated with interdisciplinary group of healthcare professionals to streamline workflow efficiency & optimize patient satisfaction resulting in monthly patient satisfaction scores of 94% & higher
- Coordinated new patient health literacy & satisfaction procedures bolstering patient surveys by 11%+ in under five months
- Served as product SME & liaison between leadership, users, internal & foreign external partners

Optimum Urgent Care

Medical Assistant | *Stafford, VA*   *Aug 2020 – Apr 2021*

- Supported Covid-19 frontline workers in busy urgent care which processed 100+ patients a day via strategic planning, project oversight & executive communication skills
- Formulated new log sheets to streamline processes & significantly reduce office waste in under four months to maximize workflow efficiency
- Trained 30+ new employees utilizing 30/60/90 day plan generating a 25% decrease in training transition

Epilepsy Foundation of Virginia

Research Assistant | *Charlottesville, VA*   *Jan 2016 – May 2019*

- Compiled data & pitched 10+ presentations for members & donors annually, multiplying major donors (valued at 10k+) by 25%
- Composed service-needs assessment for 100% of statewide organization offices & ran patient-centered referral programs to grow organizational reach and brand awareness by 3%
- Collected & analyzed data from 500+ participants in statewide public health initiative & pitched award winning presentation
- Employed evidence-based strategies to remove defunct programs & redistributed funds which led to 14.3% increase in client-directed programs

EDUCATION

Career Foundry
UX Design Certification   *June 2023*

University of Virginia
Bachelor of Arts & Science (BASc), Cognitive Science-Neuroscience, minor in Bioethics   *May 2019*

SKILLS, TECHNOLOGIES & LANGUAGES

Skills: Lean/Agile UX, Usability Testing, User Research, User Interviews, User Personas, Wireframing & Prototyping, Information Architecture, Cross-Functional Liaison, Analytical/Critical Thinking, Project Management
Technologies: Adobe Suite, Sketch, Figma, Frontend Development, Microsoft Office Suite, Google Suite, A/B Testing
Languages: (Fluent/Proficient) Amharic and Spanish