NAKISHA COHEN
USER EXPERIENCE DESIGNER

SKILLS

Core – Design Thinking, Mockups, Prototypes, User Centered Design, User Journey and Testing, Wireframes

Tools – Arduino, CSS, GitHub, HTML5, Illustrator, Invision, JavaScript, MySQL, Photoshop, Premiere, PHP, Sketch, XD

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EXPERIENCE

ESPORTS TICKETS | Junior Product Manager (Contract)
Toronto, ON, CA | Feb. 2018 – May 2018

Maintained project schedule, coordinated initiatives and goals with a team of developers, interns, and designers; establishing project cycle for the launch of the mobile app. Collected user data via fieldwork and events. Conducted qualitive and quantitative research to layout branding and sales milestones.

BITESCOURT | Marketing & Design Assistant
Philadelphia, PA, USA | Nov. 2016 – August 2017

Supervised monthly campaigns, contests, and consumer reports from social media analytics and print ads to collect audience behavior. Handled communication and monthly budget of $30,000 between organizations such as iHeartMedia, NCM Theaters, and Comcast Spotlight to delegate marketing negotiations and invoices

LEADERSHIP

IntersectTO BIPOC Hackathon | July 2018

A 24-hour hackathon to tackle real-world problems in the Toronto region. Our team offered our skills to a local search service displaying reviews of user restaurant experience; ensuring eateries operate safe spaces to minorities and LGBT members

COURSEWORK

Interactive Coding, Interactive Design, Mobile Design, Mobile Development, Project Management, Technical Writing, Web Design, Web Development

EDUCATION

Sheridan College
Oakville, Ontario, CA | April 2019
Graduate Certificate -
Interactive Media Management

Indiana University of Pennsylvania
Indiana, PA, USA | May 2016
B.A. - English/Writing Studies
Minor - Communications Media & Asian Studies

Sichuan University 四川大学
Chengdu, Sichuan, China | July 2015
Mandarin Summer Course