

# OCEANA GERSHBERG

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## Career Objective

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User-centered Product Designer passionate about creating intuitive digital experiences. Skilled at translating complex business goals into clean, accessible, scalable design solutions, seeking to leverage UX/UI, prototyping, and collaboration skills to drive product innovation.

## Education & Certifications

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<b>Master's in Computer Science</b>   Northeastern University   Seattle, WA	2023 – Present
<b>Bachelor's in Psychology</b>   Florida Gulf Coast University   Fort Myers, FL	2017 – 2020
<b>Professional UX/UI Designer Certification</b>   Uxcel   Remote	2021 – Present

## Experience

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**Product Designer** | Oceana Design Co | Seattle, WA 2024 – Present

- Designed websites, brands, and digital products for small businesses and entrepreneurs.
- Delivered **100+** original designs, including branding, illustrations, and marketing assets, driving increased engagement and client revenue.
- Managed projects end-to-end, from discovery and UX strategy through to launch, using **Figma, Illustrator, Photoshop, and Canva**.

**Lead UX/UI Designer** | Cogniversity | Remote 2023 – Present

- Produced investor-ready mockups and prototypes that helped secure **\$200k** in funding.
- Led end-to-end UX/UI design for a mental health platform, creating user flows, wireframes, prototypes, and interactions in **Figma, Miro, and Balsamiq**.
- Partnered closely with stakeholders, developers, and mental health professionals with **Agile** methodologies in **Jira** to build accessible, user-centered digital experiences.

**Web Designer** | 100Devs | Fort Myers, FL 2021 – 2023

- Designed and built responsive websites using **HTML, CSS, JavaScript, React, and Node.js**, ensuring clean user interfaces and optimized performance.
- Created user flows, wireframes, mockups, and interactive prototypes to guide development and enhance client engagement with **Balsamiq, Illustrator, and Figma**.
- Collaborated with developers and project managers in an **Agile** environment, delivering client projects that prioritized accessibility and user experience.

## Skills

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### Software:

Figma · Adobe Creative Suite (Photoshop, Illustrator) · Balsamiq · Miro · Canva · Jira · HTML · CSS · JavaScript · React · Python · Java · Node.js · Git

### Proficiencies:

Visual Design · Responsive Design · Typography · Design Systems · Digital Products · Branding · Wireframing · Prototyping · User Research · Accessibility (WCAG) · Marketing Design · Collaboration · Project Management · MVP · Agile · Iterative · Communication · Attention to Detail · Time Management