

OCEANA GERSHBERG

Seattle, WA | Email: oceana1129@gmail.com | Phone: (954) 376-2137 |

Portfolio: oceana-dev-design.netlify.app | GitHub: github.com/oceana1129

Technical Skills

Figma | Illustrator | Photoshop | Balsamiq | HTML | CSS | JavaScript | React | Java | Python | Git | Unity | Jira
| Wireframing | Prototyping | Graphic Design | 3D Modeling | Product Design | WCAG Compliance

WORK HISTORY

Lead UX/UI Designer

Hopeify | Remote | **May 2024 - Present**

- Led end-to-end UX/UI design for a mental health platform, creating user flows, wireframes, prototypes, and interactions in **Figma**, **Miro**, and **Balsamiq**.
- Contributed to securing **\$200K** in funding by designing investor-ready prototypes.
- Collaborated with mental health providers and developers to create user-centered experiences.

Creative Director & Product Designer

Mayu Dream Star | Seattle, WA | **Dec 2021 - Present**

- Designed and launched over 100 original products, with branding and marketing assets.
- Generated **\$100k+** revenue through online sales, in-person markets, and wholesale partnerships.
- Utilized **Illustrator**, **Photoshop**, and **Figma** to maintain a consistent and engaging visual brand.

Administrative Specialist

North Law Firm | Fort Myers, FL | **Oct 2020 - Nov 2021**

- Managed a database of 300+ clients and maintained critical case documentation.
- Oversaw correspondence, scheduling, and administrative support for legal staff.

PROJECTS

Bobs Boba | bobsboba.netlify.app

Responsive mock website for a boba tea brand, built with **HTML**, **CSS**, and **JavaScript**.

- Designed a mobile-friendly website with **Figma** and **Balsamiq** with animations, transitions, and eye-catching visual illustrations.

Ultimate Pokemon Stats | ultimate-pokemon-stats.netlify.app

Interactive site using a Pokemon **REST API** to display live data using **HTML**, **CSS**, and **JavaScript**.

- Developed custom UI and API handling in JavaScript; responsive design with mobile optimization.

Magical Spooky Cats | [Kickstarter Campaign](#)

A 30-day crowdfunding campaign promoting a product line of enamel pins and stationery.

- Raised over **\$21K** in preorders with **20+** unique product designs and led a marketing campaign with content creation for various social media platforms.

EDUCATION

Northeastern University | Master's in Computer Science | Sept 2023 - Present

- Align Scholarship Recipient

Florida Gulf Coast University | Bachelor of Arts in Psychology | Sept 2017 - May 2020

- Dean's List, Florida Medallion Scholar, President's Silver Scholarship Recipient