OCEANA GERSHBERG

Lakewood, WA | **Email:** oceana1129@gmail.com | **Phone:** (954) 376-2137 |
Portfolio: oceana-dev-design.netlify.app | **GitHub:** github.com/oceana1129

Technical Skills

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

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 with investor-ready mockups and prototypes.
- Collaborated with developers and providers to create accessible, user-centered experiences.

Creative Director & Product Designer

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

- Designed and launched **100+** original products, with custom branding and illustrations.
- Generated **$100k+** in **revenue** through online sales, wholesale partnerships, and live events.
- Created marketing assets and cohesive visual brand using **Illustrator**, **Photoshop**, and **Canva**.

Administrative Specialist

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

- Managed documentation for 300+ client cases and ensured accurate, timely recordkeeping.
- Oversaw correspondence, scheduling, and administrative support for legal staff.

PROJECTS

Bobs Boba | Designer & Front-End | [Live Site ↗]()
*Responsive e-commerce website concept for a boba tea brand, built with **HTML, CSS**, and **JavaScript**.*

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

Pokedoro | UX/UI Designer & Front-End | [Prototype ↗]()
*Collaborative productivity web app using Pokemon **REST API** using **HTML, CSS, JavaScript, React,** and **Firebase**.*

- Led visual identity, component library, and responsiveness with **Figma** prototyping.

Magical Spooky Cats | [Kickstarter Campaign ↗]()
*A 30-day campaign promoting a product line of enamel pins and stationery; designed **20+** unique designs.*

- Raised **2,632%** on a $500 initial goal through a focused Facebook & Instagram strategy.

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