

## [CONTACT INFORMATION]

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## [SUMMARY]

Creative and user-focused **UX/UI Designer** with 5 years of experience in creating intuitive, accessible, and visually compelling digital products. Proficient in the entire design lifecycle, from user research and wireframing to prototyping and high-fidelity mockups. Proven ability to translate complex user needs into simple, elegant design solutions.

## [DESIGN SKILLS & TOOLS]

Design Software: **Figma**, Sketch, Adobe XD, Adobe Creative Suite

UX Methods: User Research, Usability Testing, Information Architecture, Wireframing, Prototyping

UI Skills: Interaction Design, Design Systems, Responsive Design, Accessibility (WCAG)

Prototyping: InVision, Principle

## [PROFESSIONAL EXPERIENCE]

Lead UX/UI Designer | Digital Experience Co. | San Francisco, CA

(Mar 2020 – Present)

- \* Spearheaded the redesign of the company's flagship mobile application, resulting in a **45% increase** in feature adoption and higher task completion rates.

- \* Established and maintained a company-wide **Design System** in Figma, improving design consistency and developer handoff efficiency by 30%.

- \* Conducted 15+ rounds of usability testing and user interviews to inform design iterations.

Product Designer | Startup Flow | San Francisco, CA

(Apr 2018 – Feb 2020)

- \* Designed end-to-end user flows and interfaces for a new B2B SaaS product.
- \* Collaborated closely with product managers and engineers in an Agile environment.

#### [EDUCATION]

B.F.A. in Graphic Design | California College of the Arts | San Francisco, CA

(2018)

UX Design Certification | General Assembly

(2017)