

PAULETTE BESA

BesaDesigns.com

407.288.9536 • paulette@besadesigns.com

EXPERIENCE

UX Designer

FedEx - Remote Contract

AUGUST 2021 - CURRENT

- Create screen designs, interactive prototypes, flows & wireframes that support features, using Sketch and InVision.
- Identify patterns, create plans and deliver interaction designs based on results from usability testing.

UX/UI Design Teaching Assistant and Mentor

Thinkful - Remote Part-time

AUGUST 2020 - CURRENT

- Support design students on UX Research, UI visuals and Front End Development concepts and implementation. As well as provide detailed feedback on their projects.
- Mentor design students on their coursework, industry best practices and guide them through the program and specialization.

Front End Developer/Designer

Westgate Resorts - Orlando, FL

AUGUST 2019 - APRIL 2020

- Observed UX design principles to produce visual prototypes using Figma for an average of 4 sites' components per bi-weekly sprint.
- Developed approved design prototypes, using HTML5, CSS3 and JQuery, on IntelliJ IDE and Git Source Control after approved code review on Crucible for Jira.

UX/UI Designer

Marriott Vacation Worldwide - Orlando, FL

JUNE 2019 - AUGUST 2019

- Designed information architecture and user flow to reduce friction in the timeshare's purchase process.
- Used Adobe XD to design a digital sales application based on the new information structure and UX principles. This resulted in ± 20% less information to fill and a friendlier interaction.

UX/UI Designer

Market Traders Institute - Orlando, FL

JULY 2018 - JUNE 2019

- Provided user-centered experience feedback to third party Learning Management System (LMS) vendor leading to the implementation of a user-account-page and improved user interaction and retention.
- Compiled user research material, using Google analytics and Facebook Insights, to understand the company's students demographics, income levels and interaction avenues which led to uncovering un-exploited age groups.
- Led internal focus groups to understand each department's client interaction as an input to formalize company-wide implementation for personas.
- Created visual solutions using Adobe CC for product marketing and engagement campaigns used internally and externally.

Front End Developer

Crystal Clear Digital Marketing - Orlando, FL

APRIL 2017 - JULY 2018

- Designed and coded new or existing client's Wordpress-driven websites (HTML, CSS, JQuery) producing at a rate of 2 websites per week.
- Responded to client website upkeep or update requests within 5-7 days maintaining 95% service level availability.

Hola! This is Paulette! I'm a UX/UI Designer.

I'm a User Experience and User Interface Designer based in Denver, CO. I have a passion for creating efficient and user-centered solutions. I have a background in web development and hospitality, which shapes and defines my work, anticipating the needs of the users, and creating a friendly and functional environment.

EDUCATION

A.S. Graphic &

Interactive Design

Valencia College, Orlando FL

2013 - 2016

Complete UX

Fundamentals Certification

UC-SSCXPGD8

User Experience Course

Certification

UC-ZZPTDJ05

SKILLS

Design

| | |
|-----------|-------------|
| Sketch | Illustrator |
| Figma | Invision |
| Adobe XD | Balsamiq |
| Photoshop | |

Development

| | |
|-------|-----------|
| HTML5 | Github |
| CSS3 | JQuery |
| Sass | Wordpress |