Hi there!
I'm a UX/UI Designer & Front End Developer.

I have a passion for creating efficient and user-centered solutions. I thrive in collaborative team environments and have a knack for providing and implementing feedback. I believe that iteration is the way to progress.

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

PAULETTE BESA

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EXPERIENCE

Front End Developer/Designer
Westgate Resorts - Orlando, FL   August 2019 - April 2020

- Able to change context by working on multiple client-facing sites.
- Observed UX design principles to produce visual prototypes and functioning code solutions -using Figma and intelliJ- for an average of 4 sites' components per bi-weekly sprint.
- Worked within an agile environment with 2 layers of organized task approval via: design feedback sessions and code review using version control platforms -Git and Fisheye for Jira-.

UX/UI Designer
Marriott Vacation Worldwide Corp. - Orlando, FL   June 2019 - August 2019

- Built information architecture from purchasing form toward a frictionless sales 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 retention.
- Compiled user research material -using Google analytics and Facebook Insights- to understand the company's student 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 personas. This gained each department leads' participation and ownership gearing toward company-wide implementation for persona-driven efforts.
- Created and communicated internal and external visual solutions -using Adobe Photoshop, XD and After Effects- for product marketing (twice per month), engagement (4 campaigns per bi-weekly sprint) and internal alignment purposes (as needed).

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.