

Persephone Shah

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LinkedIn: <https://www.linkedin.com/in/persephone-shah/> | Portfolio: www.persephoneshah.com

Certificate in UX/UI Design Bootcamp from University of Texas at San Antonio. Strengths in creativity, time management and communication with clients and teams. Redesigning applications and websites using a creative UX design process. Building

Technical Skills

Technical: HTML, CSS, GitHub, JavaScript

UX/UI Design Tools: UI Grids and Composition, Color Theory, Heuristic Evaluation, Typography, Interaction Design and Iconography, Storyboarding, Flow Diagrams, User Need Identification, Persona Creation, Figma, Miro, Adobe XD, Adobe Photoshop and Illustrator, and Invision, Microsoft Office – Word, Excel, PowerPoint, Outlook, and Access

Projects

TEXAS REPTILE & SMALL ANIMAL RESCUE

MOBILE/DESKTOP PROTOTYPE

Redesign of TRSAR website and creating a more informed adoption for exotic animal enthusiasts.

- Skills | Technologies Used: Stakeholder Interviews, User Research (Interviews + Surveys) & Analysis, Persona Creation, Competitor Analysis, User Journey, Usability Testing, User Experience Design (UI/UX), Style Guide, Interaction Design, Prototyping, In-Person User Testing, Figma, Miro, InVision, Procreate

NATIONAL PARK SERVICE

MOBILE/DESKTOP PROTOTYPE |

Redesigned a government website based on National Park Service, and fixed the primary navigation, organization and overall aesthetic of the website to make it cleaner and easier to navigate.

- Skills | Technologies Used: User Experience Design (UI/UX), Information Architecture, Card Sorting, Redlining and Annotations, Card Sorting, Site Mapping, Style Guide and Tile, Interaction Design, Prototyping, Usability Testing, Figma, Miro

HOPPED UP

MOBILE PROTOTYPE |

Created an application focusing on creating the best experience for beer enthusiasts and explorers in the form of a mobile application.

- Skills | Technologies Used: User Research (Interviews + Surveys) and Analysis, Mobile User Experience Design (UX-UI), Interaction Design, Wireframing, Prototyping, In-Person User Testing, Adobe XD, Figma, Miro

Work Experience

Gruene House Med Spa Front Desk Receptionist

August 2019 - Present
New Braunfels, TX

- Arranged and secured patient profiles into files
- Performed secretarial work such as answering phone calls and providing front desk service to customers
- Managed patient scheduling through computer system
- Allocated patient's financial statements into computer to be collected and evaluated, in addition to collecting cash and checks physically
- Assisted with Aestheticians and Nurses to promote services and goods in-store or via social media
- Recorded biometrics of clients with a doctor and nurse present

ACTIVITIES AND HONORS

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|---|-----------------------|
| • Hospital Volunteer at Guadalupe Regional Medical Center | July 2014-August 2014 |
| • Blood Drive Volunteer | February 2018 |
| • Dean's List | Fall of 2020 |
| • Dean's List | Spring of 2021 |
| • Dean's List | Fall of 2021 |
| • Dean's List | Spring of 2022 |

Education

Certificate in UX/UI Design
University of Texas, San Antonio

August 2022

Bachelor of Business Management
University of Texas, San Antonio

May 2022