



UI/UX Designer

Ara Fritz

I'm a UX/UI designer with a background in customer service, vocal performance, and the theater arts. My experiences allow me to integrate creative, inclusive, user centered designs, while understanding and respecting business needs.

Araolivia25@gmail.com

(215) 490-4403

www.linkedin.com/in/ara-fritz

arafritzdesign.com

Experience

Ours - Bootcamp Project

Remote/ Jan 2022

UX research project for a menstrual cycle app, prioritizing inclusive language for users to track their menstrual health & hygiene.

- Defined feature prioritization through domain research, competitive analysis, user surveys, and interviews
- Performed rapid ideation, transitioning from a lo-fi to a mid-fi prototype

Haydn - Bootcamp Project

Remote/ Dec 2022

Developed a marketing landing page and a mobile prototyping for an AI content generator

- Conducted card sorting and usability testing to optimize information hierarchy
- Designed landing page and mobile prototype for laptop, tablet and phone in Figma
- Created a company brand, a design system, and a high-fi prototype while adhering to a self-managed 3-week timeline

First Light - Bootcamp Project

Remote/ Nov 2022

Designing a mobile app for parents/guardians who are beginning the school searching process

- Conducted a user survey and user interviews with 10 participants
- Began concept ideation around branding and visual design features
- Designed a high-fi mobile prototype while adhering to a self-managed 3-week timeline.

Skills

Visual Design

Prototyping

Style Guides

User research

User testing

Information Architecture

Presentations

Public Speaking

Tools

Figma

Notion

Procreate

Dribbble

Pinterest

Education

Flatiron School

Product Design Program

Oct 2022 - Jan 2023

Merion Mercy Academy

Sept 2017 - June 2021