




# SOLYANA TAFESSE, UX Designer

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A UX Designer with a background in Business Management. With research-backed data and iterative process, I design products that enrich user experience while meeting business objectives.

## SKILLS

### Research

Survey  
Interview  
Competitive Analysis  
Preference Testing  
Usability Testing

### Design

Sketching  
Wireframing  
Prototyping  
Storyboarding  
Persona

### Tools

Axure  
Invision  
Figma  
Github  
Usability Hub  
MyBalsamiq

### Development

HTML  
CSS  
Javascript

## INTERESTS

Non-profit  
Health & Wellness  
Nutrition  
Fitness  
Travel

## EXPERIENCE

### Gold's Gym

Zumba Coach, 10/2018-Present

Lead a weekly class teaching participants fun and safe dance-fitness routines  
Choreograph and develop group exercise sessions aimed at helping participants achieve their fitness goals

### Solutions By Design II

Staff Consultant, 01/2018-Present

Manage communication between upper management and staff  
Manage inventory for all local offices and ensure all equipment is serviced on time  
Review and modify company records as the Document and Records Control Administrator

## EDUCATION

### Bloc

UX/UI Design Apprentice, 2018-Present

### James Madison University

B.B.A, Business Management, 2013-2017

### Northern Virginia Community College

A.S., Business Administration, 2011-2013

## PROJECTS

### Angel Cloud Storage

a cloud storage mobile and desktop design created to provide a secure way to store content on the cloud

### BusyBus App

a bus tracking app aimed to provide real-time data to bus travellers