



ABOUT ME

Hello!

A bit about me and my “why” to designing:

I love helping people.

Whether it's through projects or even something as simple as a smile and passing greeting, I enjoy uplifting spirits and lightening loads. It's what led me to healthcare and now user experience design.

Apart from design, I also am an avid runner as I enjoy the empowerment, expression, and community that comes with it.

SKILLS

UX / UI Skills

User Research

Competitive Research

Comparative Research

User Flows

Persona

Journey maps

Storyboarding

Prototyping

Wireframing

Iconography

Information Architecture

Interaction Design

Usability Testing

Design System Thinking

Tools

Figma Adobe Suite

Sketch Miro

Canva Google Suite

Procreate Google Analytics

EXPERIENCE

BEELOVEDJW

Nov 2022 to Present

Brand and Visual Designer

- Championed client's Etsy shop brand development in alignment with client's bee-themed vision - *brand's tone of voice, logo, typography, and color palette*
- Conducted market research to create a bank of UX writings essential to shop operations such as product listings, descriptions, and email templates
- Crafted sets of various consumer-facing digital graphics including shop banners, email banners, email drip campaigns, and digital illustrations for client's personal and commercial use

WEB3 PROJECT

Sept 2021 to Nov 2022

Designer

- Created and launched a digital generative art asset collection applying blockchain technology hand-illustrating over 200 attributes and over 500 consistent, compatible, and interchangeable layers using Procreate
- Quality-checked entire attribute inventory as well as all final code-generated pieces with pixel-level attention to detail
- Constructed low to high fidelity wireframes and prototypes in Figma to collaborate and iterate on UX/UI designs and writings with engineering
- Built design system using Figma for our cross-device responsive website and custom marketplace - *brand vision, layout, typography, iconography, colors, containers, assets library, call-to-action buttons, interaction states*
- Created web assets and promotional materials - *brand logo, instructional diagram "how-to"s, SVG's, PNG's and GIF's for website and social media use*

MAKE AMERICA DINNER AGAIN

March 2020

UX Design Consultant

- Spearheaded team to primarily deliver deeper insights into client's users' experiences and identify potential UX/UI friction points
- Conducted user research and UX research to distill user experience insights - *heuristic evaluation, information architecture analysis, competitive research, flow diagrams, email interviews, surveys, usability testing*
- Delineated users' experiences in a user journey map and created a low fidelity prototype as a potential solution to address identified friction points

MOUNT SINAI BETH ISRAEL, 32-bed Cardiac Tele / Post-Stroke Unit

Nov 2009 - June 2019

Registered Nurse, Unit Team Lead

- Led team of 14 nurses and support staff through 12 hour inpatient day shifts
- Cared and advocated for patient care assignment average of 6 patients
- Redesigned information boards and unit's patient data collection forms

EDUCATION

General Assembly

UX Design Immersive, 2020

General Assembly

Visual Design Workshop, 2020

New York University

Bachelor of Science in Nursing, 2009