

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
Sketching
Journey maps
Storyboarding
Prototyping
Wireframing
Iconography
Interaction Design
Usability Testing
Design System Thinking

Tools

Figma	Trello
Sketch	Clickup
Invision	Google Suite
Procreate	Google Analytics

EXPERIENCE

WEB3 PROJECT

Sept 2021 to Present

Co-Founder and Designer

- Researched competitively and comparatively to concept, plan, and launch a 10,000-piece generative digital art collection applying blockchain technology
- Hand-illustrated over 200 individual attributes and over 500 consistent, compatible, and interchangeable layers using Procreate
- Quality-checked with pixel-level attention to detail entire attribute inventory as well as the final results of all code-generated pieces
- Constructed low to high fidelity wireframes and prototypes on Figma and used them to collaborate and iterate on UX writing and designs 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 diagrams “how-to”s, SVG’s, PNG’s and GIF’s for website and social media use*
- Engaged with community to provide user support and gather feedback

POLLTAB

Feb 2021 to Aug 2021

UX/UI Designer

<https://polltab.com>

- Conducted heuristic evaluation of website and implemented changes to CTA buttons, imagery, and color-scheme improving findability and usability
- Built foundations for updated brand and style guide using Figma

MAKE AMERICA DINNER AGAIN

April 2020

UX Design Consultant

- Spearheaded team of 3 tasked to deliver deeper insights into users' experiences and identify potential UX/UI friction points
- Conducted and synthesized user research to build a user persona and guide design decisions - *email interviews, responses to our team’s customized survey, responses from client’s existing survey, usability testing results*
- Delineated users' experiences in a user journey map and created a low to mid 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 patient data collection forms
- Researched up-to-date practices for policy and procedure committee

EDUCATION

General Assembly

UX Design Immersive

Jan - Apr 2020

General Assembly

Visual Design Workshop

May 2020

New York University

B.S. Nursing

Sept 2005 - May 2009

Udemy

Drawing and Painting with Procreate

May 2021