

## 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 - 6 email interviews, 20 responses to our team’s customized survey, 149 responses from client’s existing survey, 7 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