

## ABOUT ME

### *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 passing greeting, I enjoy uplifting spirits and lightening loads. It's what brought me into nursing and now to user experience design.

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

## SKILLS

### *Design Tools*

Figma  
Sketch  
Invision  
Procreate

### *Soft Skills*

Empathy  
Compassion  
Creativity  
Leadership

### *UX Skills*

- User Research
- Competitive Research
- Comparative Research
- Persona
- Sketching
- Storyboarding
- Prototyping
- Wireframing
- Interaction Design
- Usability Testing

## EXPERIENCE

### *NFT PROJECT*

#### **Co-Founder and Designer**

*Sept 2021 to Present*

- Hand-drew 230 total attributes for our 5-tier 10,000 piece collection
- Designed the UI, including interactions, for our custom marketplace
- Created website assets, promotional social media materials and content, as well as all instructional materials
- Managed and engaged with our 400+ member follower base

### *POLLTAB*

#### **UX/UI Designer**

*Feb 2021 to Aug 2021*

- Conducted heuristic evaluation of client's website, *desktop and mobile*, and implemented 3 key UI design changes to improve users' flow - updates to CTA buttons, imagery, and color-scheme
- Built foundations for updated style guide in brand's redesign

### *PERSONAL PORTFOLIO DESIGN*

#### **UX/UI Designer**

*May 2020 to Present*

- Collaborated with an engineer to launch 2 variations of my portfolio
- Developed and designed style guidelines (*typography, color scheme, and components*) and high fidelity prototypes on Figma
- Created personalized icons for portfolio use

### *MAKE AMERICA DINNER AGAIN*

#### **UX Design Consultant**

*April 2020*

- Spearheaded team of 3 to better understand users' experiences and identify potential UX/UI friction points
- Conducted and synthesized research to guide design decisions  
*6 email interviews, 20 responses to custom-made survey, and 149 responses from client's existing survey*
- Delineated users' experiences in a user journey map and created a low-mid fidelity prototype addressing identified friction points

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

#### **Registered Nurse, Unit Team Lead**

*Nov 2009 - July 2019*

- Redesigned information boards and patient data collection forms
- Researched up-to-date practices for policy and procedure committee
- Led team of 14 nurses and support staff through 12 hr day shifts

## 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*