TIFFANY CHOKRY

UI/UX DESIGNER

CONTACT

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EDUCATION

Universi y of California, San Diego
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B.S. Cognitive Science, Design & Interaction

De Anza College
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Computer Science

EXPERIENCE

UI/UX Designer
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• Led User-Experience and User-Interaction for Simply Independent MVP launch in a fast-paced, dynamic environment
• Designed and developed the infrastructure and architecture of their website and product features, boosting customer retention and engagement by 180%

UI/UX Designer and Researcher
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• Conducted user-centered research, created personas and scenarios to understand the targeted user journeys, increased data collection efficiency by 35%
• Optimizing idea to fruition in collaboration with programmers and marketing analysts to maximize stakeholders value and experience
• Organized, tailored, and moderated virtual user testing using qualitative methods based on personas and use cases.

PROJECTS

Spark Track
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Create an interactive and innovative mobile information system to address users needs during home isolation due to COVID-19.

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Build a functional web application that can enhance user experience through sound feedback with HTML and CSS

SKILLS

Design
• Research
• Prototyping
• Information Architecture
• Wireframing
• A/B Testing
• Personas
• Heuristics Evaluation

Sof ware
• Figma
• Sketch
• Adobe Creative Suite
• HTML / CSS
• JavaScript
• C++
• Python
• Assembly Language