

# TIFFANY CHOKRY

UI/UX DESIGNER

## CONTACT



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tiffanychokry

## EDUCATION

### University of California, San Diego

Provost Honors | Expected March 2021

B.S. Cognitive Science, Design & Interaction

### De Anza College

Dean's List | Phi Theta Kappa Honor Society

Computer Science

## EXPERIENCE

### UI/UX Designer

Simply Independent Inc. | October 2020 - Present

- 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

HomeHub | Sept 2019 - Pr

- 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

Mar - Jun 2020

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

### Dance Notes

Jan - Mar 2019

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

### Software

- Figma
- Sketch
- Adobe Creative Suite
- HTML / CSS
- JavaScript
- C++
- Python
- Assembly Language