

# Teresa La

UX/UI Designer

🌐 www.teresala.com

✉ teresala.45@gmail.com

📞 (973)953-7435

📍 New York, NY

## UX Skills

- User Research
- Task Analysis
- Information Architecture
- User Personas
- Journey Maps
- Usability Testing
- Wireframing
- Prototyping

## Tools

- Figma
- UsabilityHub
- Miro
- Balsamiq

## Education

### UX Design Certification

Career Foundry

Feb 2022-Dec 2022

### Bachelor's in Marketing

Rutger's University

## SUMMARY

UI/UX designer with background in marketing analytics and customer-facing roles. Successful in leveraging social media and marketing anlaysitics to meet business goals. Skilled at identifying opportunites from and developing creative solutions.

## UX/UI PROJECTS

### UX/UI Designer

New York, NY

Jun 2022 – Sept 2022

Inside Out | *Exercise and nutrition tracking app*

- Conducted surveys and interviews to attain data, define user needs and identify pain points
- Created information architecture based on insights attained from qualitative research and analysis
- Designed and prototyped over 35 hi-fidelity screens with multiple rounds of iterations
- Refined design with usability and preference testing to create a more user-centric design

### UX/UI Designer

Singapore

Sept 2022 – Dec 2022

Some Dumplings | *Fresh-frozen dumpling delivery service*

- Identified friction points of existing website through interviews, heuristic analysis and content audit
- Created more intuitive task flows and information architecture for users based on data analysis
- Reduced friction between business and user by reducing the cognitive and visual load of each screen
- Designed screens with fixed color pattern and improved overall UI of each page to improve visual consistency

## WORK EXPERIENCE

### SUSHI HANA RESTAURANT

Montclair, NJ

Jan 2016 – Present

Manager

- Designed menu pages to improve visual aesthetic of available items
- Managed 5-10 employees, delegating shifts, responsibilities to create a productive working environment
- Leveraged social media platforms and design posts to sustain a growth of 15% over 6 months to develop a larger customer base
- Analyzed competitor strategies for popular restaurants in the area to identify opportunities for improved customer reach

### SEMANTIWEB USA

New York, NY

Oct 2020– May 2021

*Freelance Marketing Analyst*

- Synthesized social media activity and posts into trends and consumer insight reports for large clients
- Analyzed and recommended new potential partners for clients to expand reach to greater audiences
- Created competitive analyses and evaluated product sales potential to identify and mitigate risks
- Identified KPIs to give recommendations that would increase overall market value for client

### MARIANNYC

New York, NY

Aug 2016-Nov 2018

*Social Media Coordinator*

- Developed social media strategies to garner 5.5% increase in followers over one month on Instagram
- Promoted awareness of MARIANNYC brand by writing articles on various lifestyle topics
- Built brand partnerships by creating press kits on MARIANNYC brand to increase global reach
- Coordinated international trips for MARIANNYC by organizing sponsorships and photoshoots