

## EDUCATION

**Fullstack Academy Web Development/Software Engineering Immersive**  
Software Engineering Certification

**NYC College of Technology**  
Communication Design BFA/Fall 2021

**CUNYTechworks**  
UX Design Certification/June 2018

**Kingsborough Community College**  
Graphic Design & Animation/Spring 2018

## EXPERIENCE

### UX Designer & Web Developer

Dataclay | October 2023 - Present | Remote

- Spearheaded the creation of wireframes and prototypes for Dataclay's website amid an ongoing rebranding initiative, adhering meticulously to provided branding guidelines.
- Collaborated closely with supervisors to conceptualize and execute diverse mockups and wireframes for the website, which houses a suite of video creation tools, ensuring alignment with the company's evolving brand identity.
- Leveraged Bricks Builder to translate design concepts into functional web pages, contributing to the development of key sections of the website following the completion of mockups and wireframes.
- Engaged in iterative design processes, incorporating feedback and revisions to optimize user experience and interface functionality.
- Demonstrated adaptability and proficiency in navigating remote work dynamics, effectively communicating with team members and stakeholders to drive project progress and achieve objectives within established timelines.

### Product Designer

ETL Group | February 2022 - February 2023 | Manhattan, NY

- Led comprehensive website redesign projects for various clients, resulting in a 20% increase in user engagement and a 15% boost in conversion rates by aligning visual aesthetics and user experiences with brand guidelines.
- Spearheaded the creation of brand identities for clients lacking established guidelines, ensuring consistent branding throughout their digital presence and contributing to a 10% growth in brand recognition.
- Crafted visually captivating images and graphics for digital promotions, including email campaigns, social media, and web advertisements, resulting in a 30% increase in click-through rates and a 25% rise in social media engagement.
- Collaborated closely with clients to understand their unique needs and objectives, delivering tailored design solutions that exceeded client expectations and led to positive client testimonials.
- Demonstrated unwavering commitment to user-centered design principles, enhancing overall user experience across web and mobile platforms, leading to a 95% user satisfaction rating.

### Graphic Design Internship

Greenwich Village Chelsea Chamber of Commerce | September 2021 - December 2021 | Manhattan, NY

- Spearheaded campaigns aimed at boosting customer engagement and revitalizing businesses in the Greenwich Village and Chelsea areas, collaborating with a range of local businesses, leading to a 20% increase in foot traffic for local merchants.
- Conceptualized and executed digital experiences across various platforms, including social media and LinkNYC kiosks, catering to diverse customer demographics and expanding the organization's reach.
- Designed a variety of digital and print deliverables for three concurrent campaigns, ensuring they were visually striking and aligned with the organization's branding guidelines, resulting in a 40% increase in campaign effectiveness.
- Generated visual assets aligned with clients' brand identities and seamlessly integrated them into marketing materials, enhancing brand consistency and recognition.
- Innovatively developed creative concepts that enriched the overall branding of campaigns, contributing to a 25% increase in brand awareness.

### UX Design Internship

Brewasis | July 2018 - September 2018 | Brooklyn, NY

- Played a pivotal role in rebranding efforts by establishing the company's color palette and font choices, contributing to a more cohesive visual identity.
- Produced two customer sell sheets, six corporate newsletters, and an engaging presentation deck, elevating the company's promotional materials and leading to a 20% increase in customer engagement.
- Demonstrated proficiency in crafting prototypes and wireframes that maintained visual and textual consistency with established branding standards, ensuring a unified user experience.

## SKILLS

### Design Tools

- Illustrator
- Figma
- Indesign
- Photoshop
- XD

### Development

- CSS
- HTML5
- ReactJS
- NodeJS
- PSQL