



## PROFILE

Interaction Designer with a passion for designing beautiful and functional user experiences with a focus on digital product design. I craft engaging design solutions for products with new & complex visions. I've worked on a wide range of products and experiences, including native and mobile web apps.

My main strength is multi-disciplinary and collaborative design thinking. I specialize in defining complex user interactions and experiences across platforms and devices, product design and development, UX + UI design, interactive design, visual design, usability testing, user research, rapid prototyping, project management. I also love HTML & CSS.

## CONTACT

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## EXPERIENCE

### CAREERBUILDER NOV 2016 - PRESENT

#### SENIOR INTERACTON DESIGNER

Apply conceptual thinking to create world-class digital services across multiple platforms, smartly bringing together user needs, business goals and technical realities.

Develop sound UX concepts, including the definition of customer needs, task analysis, and the creation of personas, storyboards, scenarios, user flows and use cases. Translate concepts into designs that illustrate simplicity despite system complexity.

Create instant tangibility for the CB team through storytelling and rapid prototyping methods, ranging from paper sketching to digital prototyping.

Define the User Interface Design through information architecture, wireframes and user flows and validate it through usability testing.

Create light weighed specifications and style guides to supplement prototypes for our implementation partners.

Effectively communicate research findings, conceptual ideas, detailed design, and design rationale both verbally and visually. Work closely with development teams to ensure that design specifications are implemented.

Participate as a contributor to an interdisciplinary team that includes other designers, project management, business and brand strategists, and hardware and software developers.

Collaborate effectively with remote team members, including designers, researchers engineering, product management, marketing and others.

### SEARS HOLDINGS - SHOP YOUR WAY NOV 2013 - NOV 2016

#### SENIOR UI/UX DESIGNER

Responsible for leading user-centered design activities such as gathering, validating, analyzing, and defining requirements, conducting user experience and information architecture activities, creating and planning interfaces, and contributing to the experience standards definition. Documents by a user experience architect will act as project requirement guidelines for interactive team members, supporting the successful completion of interactive projects.

I am responsible for every aspect of the Shop Your Way Member Experience - the overall flow and layout of the screens, the fields and information presented, the actions and interactions

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## EXPERIENCE

SEARS HOLDINGS -  
SHOP YOUR WAY  
NOV 2013 - NOV 2016

### CONTINUED ...

that are provided, and the visualizations of the data. I am involved in solving workflow problems, developing new ways of presenting market data, and figuring out what tools the client needs in their solution that even they don't realize yet. I provide overall stylistic guidance as well as handle the implementation of the visuals (i.e. colors and fonts).

Designing simple, elegant and seamless experiences that connect all customer touch points - email, online, in-store and mobile.

Fosters a culture of innovation and creativity by bringing a new way of thinking & designing principles.

Interprets the objectives of each project and efficiently develop design executions, which communicate customer-focused messages to drive communication and sales.

Work to continually increase the creative benchmark, setting new standards to elevate the customer experience.

SRVR  
JAN 2013 - NOV 2013

### SENIOR UX DESIGNER / FRONT-END DEVELOPER

Worked on redesigning website, research, sketch, and create wireframes for various web and mobile products. Working in agile environment for a few products. Assist product managers with User Testing, test designs, and documentation of UX recommendations.

Design user interfaces for company websites and web-based applications including; visual look & feel, graphics, styles, navigation, and layout.

Conducted industry research and stayed current on best practices, competitor user interface designs, and emerging technologies.

#### Supervisor Responsibilities

Supervises team, responsibilities include hiring, assignment and review of work, performance evaluation, mentoring and training, and identifying opportunities for team development. Provides response to grievances, discipline and discharge when necessary.

SRVR  
OCT 2007 - JAN 2013

### INTERACTIVE MEDIA / DESIGNER & DEVELOPER

Responsible for the designs, CSS/XHTML/Javascript for the company websites. Responsible for the redesign & rebranding of corporate promotional and marketing materials, including posters, postcards, flash and gif animated banners, online and printed ads, interactive demos & promotional giveaways, etc.

Graphical user-interface design and implementation for the companies numerous software applications. Including NECC LLC, Pulse LLC, & BlueTone LLC online VoIP application Sippy Phone.

NYU OFFICE OF  
INTERNATIONAL  
STUDENT SERVICES  
(OISS)  
FEB 2007 - MAY 2007

### CONCEPT DESIGNER, WEB DESIGNER, EDITOR

Lead conceptual development for NYU's OISS website. Edited all content for publication. Managed online media content. Developed user interface and design with front-end web developer.

NYU DIGITAL  
STUDIO  
BOBST LIBRARY  
JAN 2006 - DEC 2006

### STUDENT TECH ASSISTANT

Researching, rebuilding, redesigning, creating digital products, graphic designs, etc. Incorporate interactive, elements and e-commerce initiative; perform technical coding, review and testing.

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## EDUCATION

### MASTERS /INTERACTIVE TELECOMMUNICATIONS

New York University - Tisch  
Graduated: May 2007

### BACHELORS/MULTIMEDIA DESIGN

Swinburne University of Technology  
Graduated: Oct 2005

### DIPLOMA/MULTIMEDIA TECHNOLOGY

University of Sydney  
Graduated: 2003

## KNOW - HOW

EXPERIENCE DESIGN  
INTERACTION DESIGN  
MOBILE DESIGN  
DIGITAL PRODUCT DESIGN  
USER DESIGN RESEARCH  
VISUAL DESIGN  
AGILE & LEAN UX  
PROTOTYPING  
WIREFRAMING  
USER CENTRED DESIGN  
RESPONSIVE DESIGN  
FRONT-END DESIGN/DEV  
DIGITAL MARKETING  
AUDIO VIDEO EDITING  
3D ANIMATION

## SKILLS

### UX + UI DESIGN



### ADOBE SUITE



### SKETCH



### HTML/CSS



### INVISION



## REFERENCES

### LISA SCHUH

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### ERIC LI

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### SIMONA DRAGAN

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