

EXPERIENCE

UX Design Instructor & Front-end Development Instructor

General Assembly, Remote

December 2018 – Present

Support UX teaching activities on a course, monitor student progress, provide feedback on UX work and facilitate team building activities.

UX Designer and UI Developer

Whimsy Collective, Remote

April 2007 – Present

Provide clients front-end development, pixel and vector-based visual design for their projects. Create website design and themes with HTML5, CSS3, JavaScript. Troubleshoot existing digital products to custom WordPress themes.

My Role: Project Manager, Team Organizer, UX/UI Design & Front-End Development

Projects:

UX Research for General Assembly

Website Redesign for Art Director & Motion Designer Zach Horn,

UI Development & JavaScript bugfix for Arc Finance, Non-profit

Info Graphics of Exhibition schedule and installation for The Bronx Museum

Website Redesign for VT Coaching

Videographer and Content Creator for SVA MA Design Research

Systems Administrator for SVA MA Design Research

User Research Assistant

Verizon, Remote

November 2021 (1 month)

One week turnaround of rapid research sprints

Conducted Usability Test and collected qualitative data

Research synthesis (I created an affinity diagrams) from the analysis of notes, observation of user interaction of the prototype and / or live website, and user quotes

Created a readout deck and deliver Usability Test Report

User Testing Data Collection

Facebook, Remote

January 2021 – October 2021

Test prototypes and document

UX Research & Design Consultant

General Assembly, Remote

January 2018 – April 2018

Conducted user interviews and discovered insights how global and local teams could collaborate effectively for the creation and delivery of course material

Proposed system-wide process-oriented solutions for creation + updates of teaching materials by using Google Slides API and improvements of the onboarding of new instructors.

My Role: User Experience Research & Design, Project Manager

EDUCATION

User Experience Design Immersive

General Assembly, October 2017 – January 2018

Certificate of completion and scholarship recipient

Continuing Education Classes

School of Visual Arts, September 2012 – 2014

Advertising, Motion Graphic Design, Project Management, Producing Animation, HTML5, CSS3, JavaScript, Information Architecture, Interaction Design

Computer Graphics and Imagining B.S.

City University of New York, Lehman College, May 2007

Emphasis on leveraging Motion Graphic Design, Photography, Animation, Front-End Development, Interaction Design for User-centered Design and hands-on Art Studio Practice.

A thought-drawer — I capture underlying problems, exploring and evaluating desired experiences. I have an abundant first-hand experience in Web and Mobile design, and front-end technology.

I'm based in Bronx, NY

Portfolio

<https://www.whimsyniche.com>

Skills

UX Process

User and Business Goals
Discover, Empathize, Analyze
Conceptualize, Persona,
User Flow
Sketch, Wireframe,
Code, Prototype,
Usability Testing,
Iterate, Launch

Transferable

Initiate, Lead, Coordinate
Resourceful, Problem Solving
Storytelling, Design Thinking
Proactive, Time Management
Detailed, Organized
Motion Graphics Design
Agile Project Management
Photography, Videography

Technical

Adobe Creative Suite
Adobe XD
After Effects
Final Cut Pro
Premiere
Figma
Illustrator
InDesign
Photoshop
Sketch
Marvel
Framer
Flinto
InVision
Maze, UserTesting, UserZoom
Command Line
Sublime Text
WordPress Theme
HTML5, CSS3, JavaScript

Bi-Lingual

English, Spanish

Interest

Design, Photography,
Behavioral Science