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**UX Designer Profile**

Tech savvy designer, UX bootcamp graduate with Agile work experience and expertise in enabling achievement of full business potential by delivering UX designing leadership. Capable of maintaining integrity of brand and design standards throughout digital properties. Innovative professional with the ability to support digital efforts by collaborating with development, UX teams and multiple stakeholders on new wireframes, high-fidelity prototypes, user stories, story boards and site maps. Proven success in executing usability designs within current global UI/design pattern standards, best design practices and performing needed design maintenance. Ability to design across multiple channels. Experience designing for iOS, Android and web apps.

**Key Projects**

**UX Design College Vine:** Developed mobile application through Figma, Balsamiq, Photoshop, Marvel, and Survey Monkey which facilitated the students planning to attend college in USA. <https://www.behance.net/alenaviarenich>

**UI Design Fitted:** Deployed Sketch, Figma, Google Workspace to design a fitness app for helping people get back in shape at own pace. <https://uxfol.io/avviarenich>

**Professional Experience**

**Mindwais, Boston, MA 2019 – 2020**

**UX/UI Designer Apprenticeship**

As a UX Design Intern contributed to product vision and collaborated with front-end, back-end developers, and other stakeholders. Responsibilities: Designed thoughtful, beautiful, and useful software user interfaces and experiences in a team environment. Created user-centered designs by considering market analysis, customer feedback, site metrics, and usability findings. Used business requirements, user and market research to assist in developing scenarios, use cases, and high-level requirements. Designed the UI architecture, interface, and interaction flow of applications and experiences. Developed conceptual diagrams, wireframes, visual mockups, click-throughs, and prototypes. Developed and maintained detailed user-interface specifications and design patterns. Worked with program managers to plan projects for effective delivery while maintaining high standards for design.

**Empower, Boston, MA 2018 – 2020**

**Retirement Consultant**

Designed and posted a video tutorial for customers on the website to optimize workflow, facilitate navigation and achieve highest level of customer satisfaction. Assisted customers with their 401k and IRA accounts. Oversaw place trades, processed fund transfers and withdrawals. Educated plan participants on investment options. Organized meetings with new prospects, shared innovative ideas and delivered key communications. Identified and resolved system issues and errors and reported to management. Responded to pending client’s requests as well as ensured the de-escalation of requests while providing superior customer service.

* Successfully maximized merit within first six months of employment by delivering outstanding services.
* Recognized as top performer and received award for protecting customers' accounts against fraud.
* Provided subject matter expertise and effective recommendations for necessary script changes.

**Captain Jack, Myrtle Beach, SC 2017 – 2018**

**Marketing Director**

Created a marketing campaign to promote restaurant goals. Coordinated activities to develop sales and advertising campaigns, generate awareness, and drive professional traffic. Cultivated and sustained productive business relationships with local hotels, resorts, and vacation rental companies. Acquired various opportunities for promotions analyzed the return on the investment (ROI) and presented recommendations to the management team.

* Enhanced sales by 22% through productive relationships, strategic implementations, and charismatic negotiations.
* Grew sales traffic over 17% by fostering vital partnerships with over 12 large vacation rental companies.
* Raised sales volume by 15% through the development and execution of effective Partner’s Program.
* Offered attractive discount packages for eligible guests who posted pictures and mentioned restaurant on social networks.

**Site Tech Systems, Myrtle Beach, SC 2016 – 2017**

**Financial Analyst**

Conducted detailed research to prepare assessments and evaluation reports. Interacted with clients to communicate developments on requested properties. Generated trend analysis reports by monitoring financial news and real estate markets. Exercised effective communications with management team to obtain financial performance reviews.

* Performed property evaluation by creating embedded Excel tables.
* Coordinated activities on complex properties, land, and commercial deals, resulting in two merit increases within the first six months of employment.

**Education**

**Bachelor of Science in Business Administration |** Coastal Carolina University, Conway, SC, 2016

**Professional Development:** Certificate in UX Design- UI Specialization, 2020 | Outstanding student in Finance Award, 2016

**Technical Tools & Skills:** Adobe Creative Suite, InVision, Sketch, Illustrator, Figma, Google Workspace, Usability Hub, Marvel, Balsamiq, User Research, User Flows & Stories, Wireframing, Sketching, Prototyping, Data Analysis & Presentation, UI, HTML5, CSS3, iOS