

KAREN NICOLE DELA CRUZ

UX Designer

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DESIGN PROJECTS

UI/UX Designer (Contractor) GAIAN Footwear

March 2021 - Current

Lead UI/UX Designer collaborating with the footwear designer, animator, producer and graphic designer to create mobile screens for a promo video to pitch to investors. I am creating low fi- wire frames, prototyping, style guide and conducting market research.

UX Designer (Contractor) Trix Animation

OCTOBER 2020 - JANUARY 2021

Collaborated with film director & developer to create a conversational web and mobile platform to promote the film's trailer and merchandise to raise funding upon completion of the movie. I was the Lead designer creating hi-fidelity wire frames and prototyping to coincide with the conducted research. I delivered a streamlined layout to promote the films dystopian and political aesthetic.

UX Designer (Contractor) Vivus Tech

JULY 2020 - SEPTEMBER 2020

Lead designer collaborating with a front end developer & head of HR to create a conversational internal platform for all 100 + organizations to network amongst one another. Conducted user research amongst organization with head of HR, UX flows, created low fi wireframes, clickable hi-fi prototypes, and usability tests.

UX Designer (Contractor) Oro Apothecary

APRIL 2020 - OCTOBER 2020

Lead designer collaborated with owner and developer to create a conversational web and mobile platform to promote not only the companies products but to raise awareness to an eco-friendly lifestyle to better the plant. I conducted market research, low fidelity wire frames, clickable prototypes and performed usability testing.

UX Designer - (Capstone Project) General Assembly

FEBRUARY 2020 - MAY 2020

Lead designer creating mobile product strategies, user Research/Interviews, competitor Analysis, User flows, Wire framing, prototyping and usability testing for my app called, InTune- which gives music lovers a seamless experience of purchasing and distributing concert tickets targeted towards groups.

WORK EXPERIENCE

Fooda - Product Operations Associate

New York, New York | June 2017- March 2020

As part of the operations team, I was involved in numerous projects amongst departments working closely with the operations manager. From mapping out problems to delivering final designs.

- Specialized in modernizing old processes & improving day to day tasks to modern creative initiatives.
- Lead designer for companies main internal ordering portal for marketing & supplies. Simplifying account managers work load to focus on growth.
- Conducted user research, UX flows, wire frames and interactive prototypes.
- Worked closely with marketing team to redesign and modernize marketing catalog to cut down on costs used at popup sites.
- Trained new account managers monthly on new processes and continued training for improved existing processes.
- Maintained suppliers relationship and overlooked each markets cost.
- Assisted marketing team with photoshoots.

ACADEMIC PROFILE

Certificate, General Assembly 2020

UI/UX Design Immersive Program

Columbia College of Chicago

Marketing 2013-2015
Courses Completed

- Global Marketing Techniques
- Marketing Research
- Product Management.
- Business to Business Marketing.
- Principles of Marketing
- Principles of Finance
- Marketing Strategy & Management
- International Marketing Strategies

TOOLS

Sketch
Figma
Invision Studio
Craft
Adobe InDesign
Tableau
Jira