| Sadie Cruz*Product Designer with a passion for UX Research & Prototyping* | **Brooklyn, NY** **(646) 600-4733****Sadiecruz20@gmail.com** |
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| EXPERIENCEZoetrope Components, New York — *UX/UI Designer*January 2021 - Present * Performed thorough market research and competitive analysis to understand industry models that informed product design
* Developed workflows, interaction flows, wireframes, low fidelity mock-ups, navigational flows, and high fidelity prototypes for an ios app
* Collaborated with the developer to redesign existing app flow while following brand’s style guide
* Presented designs to client and developer and justified design work while advocating for users’ needs

The Design Gym, New York — *Associate, Strategy & Culture Change*May 2021 - November 2021* Conducted user research for clients and pulled actionable insights for stakeholder alignment, product concept creation, and business plans strategy
* Facilitated strategy and design sprints to create product concepts and/or remodel clients’ business plans to align with their company’s overall goals.
* Facilitated agile and design thinking workshops for over 100 client employees.
* Co-lead ideation meetings to align on constraints, prioritize needs, and approach for design and strategy sprints

Plan A Health, New York — *UX/UI Designer*December 2020 - January 2021* Sought out opportunities for UX, UI, & content improvements, then implemented changes for a patient-focused website redesign
* Analyzed data including observational studies, surveys, A/B testing
* results, & qualitative interviews to draw user insights
* Learned and utilized project management software for communicating and managing design revisions
* Iterated and tested the redesign of the website to improve efficiency and usability

TOOLS**FIGMA, MIRO, ADOBE XD, SKETCH, ADOBE SUITE, INVISION, GSUITE** | SKILLSProject Management Experience DesignUX ResearchInformation Architecture Usability TestingMarket ResearchFacilitationStrategyHeuristic TestingPrototypingPROJECTS**Intu8: Intuitive Magic 8 Ball | App ios Design** *Project Manager & UX/UI Designer***Plan A Health | Responsive Web & Mobile Site Design** *Project Manager & UX/UI Designer* EDUCATION**Plattsburgh State University**, — BS Multimedia Journalism & Graphic Design AUG 2013 - DEC. 2017**CUNY Techworks**, — Certificate User Experience Design Immersive Program AUG 2020- DEC. 2020 |