| 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** | SKILLS Project Management Experience Design  UX Research  Information Architecture Usability Testing  Market Research  Facilitation  Strategy  Heuristic Testing  Prototyping PROJECTS **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 |