

SUMMARY

User Experience Designer/Web Developer (full stack) seeking opportunities in UX design and prototype development

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CONTACT

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EDUCATION

General Assembly, New York, NY
UX Design Immersive

New York University, New York, NY
Interactive Telecommunications (ITP)

Towson State University, Towson, MD
BS Mass Communications

VOLUNTEERING

Cycling *2012-Present*
Ride Marshal. Assist riders on local and regional [Bike New York](#) and [Transportation Alternatives](#) rides

EMT *2009 to 2016*
Provide patient care at area special events (NYC Marathon, borough half marathons, etc.)

SKILLS

User Experience Design

User Research Competitive/Comparative Research & Analysis Strategic Planning
Personae and Journeys
User Flows Wireframes Prototyping Information Architecture User Interface Interaction Design
Research Usability Testing Omnigraffle
Sketch
InVision

Web Development

HTML5
PHP
MySQL
Javascript
jQuery
CSS
Photoshop
Illustrator

Languages

English • Spanish • French • American Sign Language (ASL)

EXPERIENCE

Principal Unicorn X-ray/Booleen Arts, Brooklyn, NY *2008 - Current*

Founder of interactive design firm, providing UX design and web development services

- Conduct User Research: Surveys, Interviews, Affinity Mapping
- Design Information Architecture
- Build Wireframes & Prototypes
- Perform Competitive & Heuristic Analysis
- Conduct Usability Testing & Refine Designs
- Develop Personae & User Journeys
- Full stack web development (PHP, MySQL, HTML5, jQuery, CSS)
- Define MVP Scope

RECENT PROJECTS

Ritika's Global Grains *From brochureware to B2B and B2C portal*

RGG's original site provided lots of information did little to showcase the brand – or its products.



The make-over re-organized and re-architected the site, and in so doing:

- Established a strong brand identity
- Created a CMS to allow the client to easily update product information
- Created form-driven contact pages to address the concerns of consumers and corporate stakeholders
- Created crowd-sourced recipes pages to:
 - Foster consumer engagement with RGG products
 - Encourage repeat visits
 - Provide "sticky" content
 - Employ viral marketing to promote the site and products

Corporate Communications Consultant Newark Housing Authority, Newark, NJ *June '07 - April '08*

Showcased Authority initiatives in print, web and video

- Wrote, produced, directed and edited documentaries on NHA tenants and properties
- Designed and developed user-friendly IA for public and private web sites
- Designed and produced print materials and signage for the Authority