

# Joy Widger | UX/UI Designer

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## SUMMARY

Dedicated UX/UI Designer with a strong focus on user-centered design principles. Proficient in conducting in-depth user research and developing wireframes and prototypes to visualize design solutions. Experienced in optimizing user flows and interactions to enhance overall user satisfaction.

## PROFESSIONAL EXPERIENCE

### UX/UI Designer | *Contract* | The Diallo Group, LLC | Remote, USA

09/2024 - 12/2024

- Led a comprehensive website redesign for TDG, resulting in a modern, user-friendly platform that aligns with the organization's brand identity.
- Collaborated closely with stakeholders to gather requirements and align on design direction, resulting in a design that exceeded expectations and met the organization's goals.
- Developed a comprehensive design system to ensure brand consistency across all digital platforms.
- Designed and developed high-fidelity wireframes and prototypes to visualize the new website's layout and functionality, facilitating effective communication with stakeholders.
- Applied a responsive design framework to ensure an optimal viewing experience across various devices, enhancing user engagement and accessibility.
- Successfully adapted to agile development methodologies, delivering high-quality designs on tight deadlines, reducing project timelines by 30%.

### UX/UI Designer/Digital Marketing Manager | *Contract* | Leulu & Co. | Remote, USA

12/2023 - 12/2024

- Executed user-centric design principles (surveys, responsive design): increased website user engagement by 49.8%.
- Maintained and improved WordPress website usability and aesthetics: decreased bounce rate by 55%.
- Doubled brand awareness (100% increase) by developing and executing targeted social media strategies that boosted brand presence and engagement: resulting in a 100% follower increase.
- Achieved a 65% increase in lead generation by crafting visually appealing graphics designs aligned with brand identity and creating marketing campaigns.

### UI Designer | *Contract* | Oasys International, LLC | Remote, USA

01/2024 - 02/2024

- Designed 6 core web pages and 9 mobile app screens for the 311 Carytown resident portal.
- Created high-fidelity wireframes, icons, and logos in Figma, streamlining the design process for a faster turnaround.
- Ensured design consistency and accessibility across all elements, prioritizing user experience for a broad audience.
- Reduced design handoff time by 20% by utilizing Figma for collaborative design and prototyping with the development team.
- Provided design progress updates to the senior designer, facilitating clear communication and project management.
- Attended daily stand-up meetings to maintain transparency within the agile development environment.

### UX/UI Designer/Digital Marketer | *Internship* | Leulu & Co. | Remote, USA

09/2023 - 12/2023

- Established an effective stakeholder engagement plan, ensuring 100% synchronization of business goals and marketing strategies: which led to a 30% increase in customer acquisition and a 25% boost in customer retention.
- Led a data-driven UX audit for the website redesign: drove a 100% improvement in user satisfaction and reduced the bounce rate by 15%.
- Applied iterative design methodologies and performed precise usability testing, resulting in an outstanding 80% enhancement in customer satisfaction and a significant 38% increase in average session duration on the revamped website.
- Implemented audience-driven digital marketing strategies, driving a 30% growth in monthly revenue and achieving a 12% increase in customer retention rate.
- Converted leads to clients within a week, achieving a 100% success rate.

## SKILLS

- **UX Design:** Affinity Diagram, Empathy Map, Ideation, Problem Statement, User Persona, Prototype, Storyboard, Usability Testing, User Flow, User Insights, User Interview, User Journey, User Research, Wireframe
- **UI Design:** Color Theory, Information Architecture, Sitemap, Interaction Design, Responsive Design, Typography, UI Grids, UI Prototype, UI System, Navigation, UI Testing, Usability and Accessibility Heuristics
- **Tools:** Figma, FigJam, Miro, Adobe XD, Adobe Photoshop, Adobe Illustrator, Canva, Zoom, Google Workspace, Jira, Monday, WordPress, Framer, CMS, HTML, CSS, Agile

## EDUCATION

- **Bachelor of Fine Arts, Painting** | KMITL | Bangkok, Thailand

## CERTIFICATION

- **SEO** | 2024 | Hubspot
- **UX Deep Dive: Remote Research** | 2023 | LinkedIn Learning
- **UX Research: Journey Mapping** | 2023 | LinkedIn Learning
- **Foundations of Project Management** | 2023 | Coursera
- **UX/UI Design** | 2023 | University of Central Florida Orlando, USA
- **Digital Marketing** | 2023 | Jobprepped