

NAOMI CORTEZ

UX DESIGNER • AUSTIN, TX

UX Designer with a background in Education who utilizes data-driven and user-centered principles to effectively bring designs through the product life cycle.

EXPERIENCE

UX & WEB DESIGNER

Feb 2023- Present

CONTRACTOR

- Optimized functionality and user experience for small businesses and non-profit organizations, leading to substantial increases in online traffic, customer engagement, and revenue growth.
- Transformed small businesses' branding into visually captivating, fully responsive websites, ensuring seamless user interactions and positive feedback.
- Collaborated closely with clients to align design solutions with business goals, achieving notable improvements in brand visibility, website traffic, and user satisfaction.

USER EXPERIENCE DESIGNER

Nov 2022- Jan 2023

YTX YOGA

- Redesigned a website for a local yoga studio, improving accessibility, user experience, and checkout conversion, resulting in increased site traffic by 30%.
- Increased user engagement by addressing pain points and user needs by conducting site audit, competitive analysis, user testing, and iteration of designs based on business requirements, in order to create an improved web experience.

PRODUCT DESIGNER

May- Jun 2022

LUXYFUND

- Collaborated with cross-functional teams to improve existing UI designs, prototype hi-fi wireframes and mockups from start to finish using Agile methodologies, and reorganize the informational architecture in order to increase ease of use by 20%.
- Created new brand guidelines, design system and design patterns, optimizing for accessibility. Advocated for user needs with data-driven insights from user research, competitive analysis, and usability testing resulting in improved user experience flows and impactful features.

SPECIAL EDUCATION TEACHER

Aug 2017- Jan 2023

AUSTIN INDEPENDENT SCHOOL DISTRICT

- Designed instructional content for elementary Special Education students consistently utilizing the principles of user design, such as such as empathy, accessibility, personas, and user stories, to deliver highly effective instruction
- Achieved 100% mastery of Texas Education Agency standards in 2019-2020 resulting in 95% of Special Education students passing state exam STAAR, in at least one content area.

UX DESIGN PROJECTS

ITINERANT - *Mobile App*

- Independently led and produced end-to-end design processes, resulting in the creation of a mobile platform that creates travel itineraries more efficiently, including recommendations, visual schedules, and a navigation feature.
- Conducted qualitative and quantitative data analysis, synthesized research, created personas, affinity and empathy maps, user flows, wireframes, a design system, resulting in a high-fidelity prototype.

GRAM CITY - *Mobile App*

- Curated and facilitated a solution to a modified five-day Google Design Sprint by designing a feature that allows users to find the best photo locations in any city.
- Applied agile methodologies, mapped out user flows, sketched a storyboard, developed and tested rapid prototype, iterated and conducted usability testings to improve high fidelity prototypes.

CONTACT

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EDUCATION

SPRINGBOARD

2022

UX Design Career Track

10-month, 700+ hour, mentor-led

UX Design Intensive.

THE UNIVERSITY OF TEXAS

RIO GRANDE VALLEY

2017

Bachelor of Arts

Multidisciplinary Studies:

Special Education

SKILLS

Bilingual Eng/Spa

User Flows

Heuristic Analysis

Information Architecture

Journey Mapping

User Research

Usability Testing

Sketching

Wireframing

Prototyping

High Fidelity Design

TOOLS

Figma/FigJam

AdobeXD

Miro

Invision

Canva

Marvel

Trello