

Olivia Jane Ureles

UI/UX Designer

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SUMMARY

I am a UI/UX Designer proficient in designing for mobile and web platforms. I incorporate storytelling to brainstorm solutions, communicate designs, and foster a shared understanding while working in cross-functional settings. I leverage my interdisciplinary background in Psychology & Creative Writing to differentiate the user, the product, and the brand. By weaving them together, I deliver purposeful & compelling user experiences.

WORK EXPERIENCE

UI/UX Designer, MindMemo - Chrome Extension | Sept 2023

- Created a chrome extension that helps web users reengage with the content they save for later
- Spearheaded user research and reviewed data with my agile product team, including 50 survey responses and 3 interviews; facilitated team brainstorming sessions to narrow down our hypotheses statements to 3 MVPs
- Closely collaborated with developers to adapt design pivots based on usability testing and technical limitations
- Successfully delivered value to our users as they saved and revisited content via Google Calendar integration

UI/UX Design Intern, Free Artists - Web | July 2022

- Revamped a Web3 platform by targeting the screens where backers review their crowdfunded artists' projects
- Fine-tuned the Figma Design Library and strengthened 10+ key screens by refining information architecture and restructuring layouts to align with UI/UX design best practices
- Boosted the platform's core message as an inclusive community experience by transforming the UX text

UI/UX Designer, GalleryPal - Mobile (Case Study) | Feb 2022

- Completed a design sprint to create a solution that enhances how museum visitors view and learn about artwork on their own
- Analyzed industry approaches, generated 8 solutions, and created a storyboard to map the user journey & goals
- Designed wireframes, tested high-fidelity mockups, and received positive feedback from 5 museum visitors

EDUCATION

Springboard, UI/UX Design Track, Certification | 2022

700+ hours of hands-on courses, with 1:1 expert mentor oversight, and completion of 4 in-depth portfolio projects

The New School, Master of Fine Arts | 2020

Creative Writing - Nonfiction | 4.00 GPA

500+ hours of conducting qualitative research & synthesizing data to discover elements of nonfiction story & completion of 100+ page thesis and analytical review of graphic memoirs as a literary and art form genre

Sarah Lawrence College, Bachelor of Arts | 2015

B.A. Creative Writing & Psychology | 3.79 GPA

Year-long study abroad at The University of Oxford

SKILLS

UX Research
Personas
Sketching
Wireframing
UI Design
Prototyping
User Testing
Lean UX
Figma
Sketch
Miro
Canva
Framer