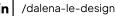
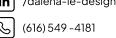
DALENA LE

UX & Product Designer

ledalena01@gmail.com







DESIGN EXPERIENCE

Product Designer / VEYM

MAY 2022 - present

- · Administer solutions through both design and implementation with a cross-functional team of 25+, including other designers, engineers, project managers, developers, and executives.
- Design end-to-end user experiences, covering registration, logged-in, and logged-out product interactions, generating 1000+ registrations for multiple products.
- Updated the national membership platform using industry-standard best practices. Incorporated fluid design features and flow that increase traffic to 2,000+ users.
- Overhauled VEYM's main website information experience that increased user engagement by 150%
- Introduce usability testing and user research practices to discover new insights to re-prioritize features and enhance overall user experience.

UX Consultant / Crewfare

MAR 2022 - APR 2022

- Streamlined the reservation management process and developed a split payment feature in collaboration with the CEO of CrewFare and a UX team of 4 designers as the project manager.
- Analyzed 37 usability tests and 16 interviews to re-prioritize features and redefine product direction.
- Worked in a fast-paced Agile environment to create journey maps, flow diagrams, wireframes, prototypes, and visual mockups.
- Presented content strategy recommendations based on quantitative and qualitative data to stakeholder executives.
- Utilized A/B testing to improve product features and increase conversion rates.

DESIGN TOOLS

Figma

Adobe XD

Sketch

Adobe Creative Cloud

UX Fellow / General Assembly

JAN 2022 - APR 2022

- Certified from full-time immersive User Experience Design program that included over 500+ hours.
- Learn to achieve a hands-on approach to practice user-centered design methods, design thinking skills, team collaboration, and client relations.
- Adapted personal design process to the needs of each project, requiring both self-direction and team collaboration.
- Engaged in workshops, design reviews, and guiding the team in collaborative problem-solving to achieve collective objectives as project manager, scrum master, visual lead, etc.

SKILLS

User Research

Contextual Interviews Competitive Analysis Heuristic Evaluation User Interviews/Testing Information Architecture

User Interface Design

Wireframing Rapid Prototyping Augmented Reality Design

Experience Design

Branding Data Visualization Visual Design Web Design

Procreate

WordPress

EDUCATION

General Assembly

UX Design Immersive 2022

Michigan State University

B.S. Human Biology 2013 - 2018