DALENA LE
UX & Product Designer

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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.

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

DESIGN TOOLS

Figma
Adobe XD
Sketch
Procreate
Adobe Creative Cloud
WordPress

EDUCATION

General Assembly
UX Design Immersive
2022

Michigan State University
B.S. Human Biology
2013 – 2018