



ESTHER POMERANTZ

UX DESIGNER

Passionate about employing design to help people and businesses succeed. With a customer relations background and a degree in business, I solve complex problems efficiently through a combination of empathy, creativity, and analytical thinking.

EXPERIENCE

UX Designer

Echo Me Forward, Remote

April 2020 - Present

- Leading user research to identify and resolve user pain points.
- Creating and delivering 8+ UX deliverables, including personas, use cases, scenarios, and task flows, to ground design solutions.
- Designing an end-to-end user experience through conceiving, information architecture, wireframes, mockups, and prototypes.

Product Designer

Classvisa, Remote

March 2020 - Present

- Conducted 9+ hours of market and user research that helped shape the product and brand experience.
- Responsible for handling product design work of the website & mobile app from initial concept through high-fidelity designs.
- Collaborating with the product, engineering, and marketing teams to launch the site and improve the end-user experience.

UX Designer

Admiral, New York, NY

Feb 2020 - March 2020

- Researched, identified problems, and developed a UX strategy for the SaaS platform, increasing user satisfaction by 17%.
- Re-designed the platform experience, resulting in a projected 29% increase in product adoption and a 25% increase in ease of use.
- Collaborated with cross-functional teams & executives to deliver solutions that aligned with both the user and business needs.

Customer Relations Specialist

Global Property Services, Airmont, NY

June 2018 - Nov 2019

- Researched, identified, and resolved over 80 customer issues daily in an empathetic manner to ensure customer satisfaction.
- Collected and analyzed data pertaining to 250+ clients to improve the overall customer experience.
- Collaborated with 4+ internal departments to respond to challenges and fulfill customer needs by improving processes.

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EDUCATION

UX/UI Design

Flatiron School

2020

Bachelor of Arts, Business

Fairleigh Dickinson University

2019

4.0/4.0 GPA, Honor's List

SKILLS

User Research: Domain Research, Competitive Analysis, User Interviewing, Contextual Inquiry, Data Synthesization, Usability Testing, Surveys, A/B Testing

UX Design: Concepting, Strategy, Journey Mapping, Empathy Mapping, User Flows, Personas, Affinity Diagramming, Wireframing, Rapid Prototyping, Heuristic Evaluation

Information Architecture: Site Mapping, App Mapping, Task Flow Diagramming, Card Sorting

UI Design: Branding, Moodboards, Style Tiles, Interaction Design, Desirability Testing, High Fidelity Design, Design Systems, Style Guides

Development: HTML5, CSS

Tools: Sketch, Figma, Invision, Google Suite, Microsoft Suite, Optimal Sort, Webflow