

phylicia – flynn

PRODUCT · UX & UI DESIGN

WWW.PHYLICIA.CO

EXPERIENCE

MARCH 2020 - PRESENT

Freelance · UX/UI Designer

I work with a variety of startup clients to address their user experience needs. This includes conducting market & domain research, competitive analysis, user research & testing, ideation and content strategy to create successful MVPs to be handed off to developers. I also perform product audits and reviews to point out any potential usability/accessibility issues. Clients include PopSmartKids, an EdTech company, in which a new sign-up flow increased conversion rate.

MAY 2019 - APRIL 2020

DLR Group · Project Designer

I made the switch from being a designer across all sectors into a role with the Workplace team at DLR Group. I worked as lead designer on a workplace transformation project, which included market research and competitive analysis to help the CEO of the company to convince his staff of a new style of working. I was also part of the team responsible for the FF&E package for a 250,000 SF government office building. I was responsible for design documentation; taking the lead on installation drawings and furniture schedules.

APRIL 2015 - APRIL 2019

Michael Graves Architecture & Design
Project Designer

Worked on architectural projects from preliminary concept phase all the way through to construction administration. I was responsible for market research, competitive analysis, mood board/branding, programming, adjacency diagrams, interior design, consultant coordination and construction documentation. I worked with a range of clients across a variety of sectors, including hospitality, workplace and healthcare. I was also able to help out the marketing team with social media campaigns and client proposals.

EDUCATION

Flatiron School
UX/UI Design Certificate

New York School of Interior Design
Bachelor of Fine Arts in Interior Design

SKILLS

Figma	Project Management
Sketch	Research Methods
Invision	Research Synthesis
Miro	Design Thinking
Webflow	Competitive Analysis
SketchUp	Illustration
Adobe CC	Visual Communication
Basic HTML	Baking*
Basic CSS	

**you might not think this is a relevant skill until you hire me and I bring in my famous cookies*

LET'S CHAT

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