

# Miykaelah Sinclair

User Experience (UX) Designer | <https://www.miykaelahsinclair.com/>  
[miykaelah.sinclair@gmail.com](mailto:miykaelah.sinclair@gmail.com) | LinkedIn [/miykaelah-sinclair](#) | 816-807-2805 | Kingston, NY

## Summary

I am a full-stack UX designer with expertise in content design, user research, and UI design. Most recently, I've focused on how to improve the content experience on the iShares.com website, where I've delved into questions of how to test content and how to format content for better scannability and readability, so that it better reflects peoples' online reading behaviors.

## Skills + Tools

Figma | Sketch | InVision | Abstract | Adobe XD | Adobe Creative Suite | User Experience Research | Information Architecture | Usability Testing | User Interviews | Screen Flows | Wireframing | Prototyping

## Experience

### User Experience Designer - Contract

BlackRock | March 2021 - present

- 49% increase in click through rate to iShares.com Product Screener for iShares Core ETFs
- Improved scannability and readability for content heavy pages about sustainable investing
- Redesigned the iShares.com About Us pages to meet users' expectations for About Us pages

### User Experience Designer - Freelance

Brooklyn Raga Massive (BRM) | June 2020 – March 2021

- Carried out user research to ensure the new website to grow its visitors from 21K annually
- Rebranded BRM's look with a new logo and style guide for the website, social media, and email newsletter

### Marketing Director

Brooklyn Music School (BMS) | August 2017 – September 2019

- Restructured the Information Architecture for their website, which led to an increase in enrollment by 300%
- Designed and produced printed and digital marketing materials for over 70+ programs and events per year

### Associate Event Producer

Ragas Live Festival | May 2016 – present

- Contributed to audience growth of the festival from 400 attendees in 2016 to over 50,000 in 2020 through designing and building the festival's website and developing their social media and partnership strategy

### Music Department Director

SYDA Foundation | September 2010 – May 2015

- Music directed and produced 60+ live events and live streams per year that reached over 100K globally

### Design Director

The Georgetown Voice | August 2009 – May 2010

- Established the design team and developed the production process, which cut down production time by 50%

## UX Projects

[Products by Women](#) | Consultant | UX Designer | July 2020 | 1 month

[Dorson Community Foundation](#) | Consultant | UX Designer | August 2020 – December 2020 | 5 months

## Education

### General Assembly

Certificate in User Experience Research & Design, New York 2020

### Georgetown University

Bachelor's of Science in Foreign Service, Washington, DC 2010