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CARA CAMPBELL

UX/UI designer interested in creating, collaborating, and contributing to user-centered work that assists people in a meaningful way. While also keeping in mind business goals and elevating the company through their products. My software and front-end web development background allows me to communicate with developers and understand each medium's constraints.

Skills

Research | User research, usability testing, personas, user journey maps, heuristic reviews

Visual | Sketching, UI Design

Interaction | Wireframing, prototyping

General | Mobile design, web design, user-centered design

Software & Languages | Figma, Adobe XD, InVision, Webflow, HTML, CSS, Microsoft Suite

Projects

UX Designer | complexin. | Personal Project | Jan - Apr 2021 | BrainStation

- Conducted market and user research to understand the skincare education space, synthesized findings to design, test, and brand an app that addresses user's needs.
- Mobile app that allows skincare novices to feel confident in their skincare journey while making skincare as a whole approachable and easy to understand.

UX Designer, UX Researcher | Google AED | Hackathon Project | BrainStation x Google Hackathon

- Contributed research, visual design, and prototyping to a collaboration with data scientists, web developers, and digital marketers to create a mobile-first web app.
- Provides at-risk communities easy access to health services and healthcare information.

Experience

Bartender | Phil's Bar and Grill | Beltsville, MD | November 2017 - March 2020

- Created drink recipes and specials geared towards customer tastes to help boost sales of low selling liquors.

Administrative Assistant | Beyer Blinder Belle | Washington, DC | July 2014 - February 2018

- Managed continuity of business operations during an office renovation while addressing the needs of over 30 employees.

Education

BrainStation | Toronto, ON

Diploma | User Experience Design | 2021

University of Maryland Global Campus | Adelphi, Maryland

Bachelor of Science | Software Development and Security | 2018

Graduated Summa Cum Laude | Inducted into Phi Kappa Phi

University of Maryland Baltimore County | Baltimore, Maryland

Bachelor of Arts | Business Technology Administration | 2013