

Ariel Acosta

UX Designer

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ABOUT ME

SKILLS: UX Design, Research Planning, User Interviews, Competitor Research, Heuristics Analysis, Research and Data Analysis, Design Strategy, Information Architecture, User Personas, User Flows, Customer Journey Maps, Low to Mid-fidelity Mockups, Rapid Prototyping, Usability Testing

SOFTWARE: Figma, Sketch, Google Suite

PLATFORMS: Web (Websites), Mobile (iOS)

WORK EXPERIENCE

UX Designer GMR Marketing — Marketing Agency | May 2021 — Present

Working with B2B/B2C clients in different industries. Projects include:

- Currently designing internal pages and microsites that will be used by 10,000 insurance company employees.
- Conducted a web accessibility audit with the development team to increase the accessibility and engagement of an interactive website for an international automotive company.

Freelance UX Designer Self - April 2021 - Present

• Bridgegate Systems | Telecommunications Subcontractor | Website

- o Currently designing clients first website to increase online visibility and generate leads in the NY tri-state area for the transit industry.

UX Designer Consultant Olas | Education Startup | B2C | June 2020 – August 2020

Olas guides students and professionals to new careers, acquire new skills and gain real experience for future roles.

- Designed a user dashboard prototype that allowed members to track their job applications, badges, and manager endorsements.
- Created a job application form that streamlined the application process that would increase transparency between companies and users.
- Oversaw the design and quality assurance of the job board and job listings pages while providing assistance in prototyping interactions.

UX Design Consultant Amplio.io | Fitness Tech Startup | B2B/B2C | January 2020 – April 2020

The Curae app, a diagnostic tool for athletes to avoid soft tissue issues with data from thermal imaging + A.I.

- Designed a home dashboard that provided easy to understand mobility assessment data to athletes through the use of a digital avatar.
- Conducted user research and usability testing with several athletes to determine user pain points, wants and needs which led to insightful feedback for the creation of the Curae prototype.

IT Support Specialist Oscar De La Renta, Diesel, and Ippolita | January 2011 - March 2020

- Provided IT Support and Customer Service for hundreds of users in the corporate offices, retail stores and distribution centers.
- Created and maintained documentation for improved IT Dept service turnaround and educated new employees on troubleshooting basics.
- Increased IT equipment retention by 70% through improved inventory management protocols.

EDUCATION

UX Certification — *Beginex, New York May 2020*

Bachelor of Arts, Media Studies — *CUNY - Hunter College, New York (May 2009)*

LANGUAGE

English — Native

Spanish — Conversational
