

Ariel Acosta

UX Designer

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WORK EXPERIENCE

UX Designer GMR Marketing — Marketing Agency May 2021 — Present

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

- Designed internal pages for 10,000 insurance company employees.
- Conducted a web accessibility audit for an automotive interactive fan website.

Freelance UX Designer Self April 2021 - Present

- Designed a website for a transit telecommunications subcontracting business.

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

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

- Designed a prototype of a user dashboard for members to track their job applications, badges and endorsements.
- Created a streamlined job application form that increases transparency between companies and users.
- Oversaw the design and quality assurance of the job board and job listings pages.

UX Design Consultant Amplio.io – Fitness Tech Startup January 2020 – April 2020

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

- Minimized clicks by 50% in our prototype which increased the efficiency of the mobility assessment.
- Designed a dashboard that provided mobility assessment data to athletes with the use of a digital avatar.
- Conducted usability testing to refine and improve mid-fidelity prototype to address user feedback.
- Conducted user research with several athletes to determine pain points, wants and needs through user interviews.

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

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

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)

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