Dona Das | UX/UI Designer

Seattle, WA | (515) 707-2202 | dona.nift@gmail.com | linkedin.com/in/donadas/ | donadas.me

I specialize in creating research-informed solutions, executing end-to-end UX processes from user research to prototyping and stakeholder presentations. My experience includes visual design, user research analysis, and partnering with multidisciplinary teams to deliver user-centered designs aligned with brand vision.

SKILLS

UX Design: Wireframing, Prototyping, Accessibility Design, Visual Design, Interaction Design, Responsive Design, Mobile App Design, Journey Mapping, Storyboarding, Information Architecture
UX Research: Usability Testing, User Personas, Competitive Analysis, User Flows, Task Analysis, Heuristic Evaluation
Tools: Figma, Adobe XD, Sketch, Miro, Notion, Optimal Workshop, CorelDRAW, 3DS Max, Trello, Google Suite, Microsoft Office

EXPERIENCE

UX Designer | Synergy Healing Arts | Remote | 2021 – Present
- Designed and tested an e-commerce platform for herbal products, enhancing user engagement by 30%.
- Conducted user research, designed user flows, and developed wireframes and prototypes to improve their meditation tool.
- Redesigned the booking system, improving data accuracy and reducing task completion time by 40%.
- Delivered a full website redesign, optimizing service descriptions and creating a cohesive user experience.

UX/UI Designer | HLK, Advertising Services | Remote | 2023
- Created wireframes for four key pages of Envu's Professional Pest Management section using Sketch.
- Enhanced UI layout to improve user navigation and ensure brand consistency.
- Collaborated with cross-functional teams to align design solutions with client objectives.

UX Designer | Evac-Ability | Remote | 2022 – 2023
- Led user research, journey mapping, and prototyping to develop a disability-focused evacuation assistance app.
- Designed intuitive UI solutions in Figma and conducted usability testing to validate design choices.
- Coordinated with a globally distributed team across four time zones using Agile methodologies, ensuring timely deliverables.

UX Researcher & Designer | Upilio (My Pet Bowl App) | Remote | 2021
- Conducted narrative arc analysis and design studios to streamline onboarding and meal planner features.
- Redesigned app navigation, reducing task completion time by 68%.
- Created mood boards and high-fidelity prototypes to deliver an intuitive user experience.

HACKATHONS

UX/UI Designer| The Opportunity Project, General Assembly x US Census Bureau | Remote | 2022
- Conducted user interviews and competitive analysis to shape design strategy for a grant accessibility platform.
- Developed wireframes and high-fidelity prototypes, refining designs based on user feedback.
- Presented the final product to key stakeholders, showcasing design decisions and usability improvements.

Project Manager & UX Designer | Apply Wiz (First Place Winner) | Remote | 2022
- Managed a cross-functional team to create a job-matching platform, overseeing timelines and deliverables.
- Designed the logo, defined the visual identity, and developed high-fidelity prototypes in Figma.
- Facilitated team collaboration through regular Zoom meetings, ensuring clarity and alignment.
- Won first place in the Women History Month Equalithon event with Essteem, Adobe, PTC and the Episo foundation for Girl Develop It, resulting in the application being launched

UX Designer | Outta Pocket | Remote | 2022
- Facilitated user interviews and synthesized insights to inform design direction for a financial education app.
- Created personas, mood boards, and a high-fidelity prototype to align with user needs.
- Iterated designs based on usability testing, improving engagement and user satisfaction.

EDUCATION

General Assembly | UX Design Immersive

National Institute of Fashion Technology | Bachelor of Design, Fashion & Lifestyle Accessories