

Alinah Brun

UX / UI Designer

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As a UX Designer, I value creativity, empathy, and aesthetics. I combine my love of art and people to view design from a human-centered perspective. With my passion for all things cute, fun, and functional, my goal is to design aesthetically pleasing and harmonious experiences for all people.

Skills

UX / UI Design | Figma, Prototyping, User Research, Wireframing, Information Architecture, Usability Testing, C&C Analysis, Persona Development, Card Sorting, Heuristic Evaluation, User Flows, User Journey Maps, Web & Mobile Design, Illustration & Sketching, Pen & Paper, Maze, Optimal Workshop, Asana

Experience

Freelance UI Designer | Remote |

January 2024 - present

- Re-designed websites and mobile applications to increase user retention and improve the user experience.
- Collaborated with clients to develop design systems, style guides, wireframes, and prototypes.
- Worked with developers to ensure a timely product launch.

Project Manager & UX / UI Designer | Buckets | Remote |

September 2023 - October 2023

Collaborated with stakeholders and developers to redesign and improve the user experience and user interface of a startup mobile app.

- Created and led a project plan to keep a team of 4 designers on track through a 4-week design sprint.
- Redesigned an entire mobile app to increase efficiency and usability from a SUS score of 25 to 88.2
- Delivered a 40 screen interactive high fidelity prototype using Figma to fulfill all MVP requirements.
- Simplified and modernized brand style guide while still maintaining original product vision.

UX/UI Design Apprenticeship | General Assembly | Remote |

July 2023 - October 2023

- Completed 500+ hours of intensive, remote training of full-cycle UX/UI methods with an emphasis on UI Design, user testing, and rapid iteration. Implemented web and mobile design solutions for clients, individually as well as collaboratively.

Private Tutor | Grades 5-6 | Fishkill, NY

August 2017 - October 2019

Provided one-on-one and small group instruction to elementary - middle school students in English, Mathematics, and Art, resulting in an average improvement of 2 letter grades for clients.

- Developed and implemented individualized lesson plans for each student
- Tracked student progress and provided regular feedback to parents and guardians

UX Projects

User Experience Design Apprenticeship | General Assembly | Remote |

- **ULTA Beauty | UX / UI Designer | Mobile App**
 - Delivered high-fidelity interactive conceptual prototype using Figma to fulfill all MVP requirements in a 3-week design sprint.
 - Improved user engagement by 20% with redesign of mobile app.
- **Sunny Garden Greenhouses | Solo Project | Desktop E-commerce Website**
 - Redesigned an entire website to improve the information architecture of the product categories.
 - Designed a checkout process from start to finish in order to increase online sales.
 - Improved the usability of the site by creating a high fidelity clickable prototype in Figma that received an excellent usability score 99 compared to the 32.5 of the original website.

Education

General Assembly | User Experience Design Immersive Apprenticeship | Remote | 2023

Full-time immersive program in UX/UI design consisting of 500+ hours of study, practice, professional training, and mentorship. Executed end-to-end UX/UI design processes for six projects from the user research phase through UI design, prototyping, usability testing, iteration, and stakeholder presentation; worked fully remote with teams using Agile methodologies and iterative development.

Coursera | Google UX Design Specialization | Remote | 2022

Completed seven courses, developed by Google, that include hands on, practice-based assessments designed for introductory-level roles in UX design. Learned the complete design process from beginning to end: empathizing with users, defining their pain points, coming up with ideas for design solutions, creating wireframes and prototypes, and testing designs to get feedback.