

Joana Capistrano

UX/UI Designer

Queens, New York

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EDUCATION

BBA, Digital Marketing

Minor, Graphic

Communications

CUNY Baruch College, New York
September 2014 - July 2018

Certificate, UX/UI

General Assembly, New York
March 2022 - May 2022

SKILLS & TOOLS

Research

User Surveys, Ideation Session
Leading, Qualitative Analysis,
Quantitative Analysis,
Accessibility, Timeline
Management, Journey Mapping,
Card Sorting, Presentations

Design

Interaction Design, Atomic
Design, UX Writing, Critical
Thinking, Sketches, Responsive
Design, UI Grids & Composition,
Prototyping, Design Deliverable
Annotation, Wireflows, Color
Theory, Accessibility

Tools

Figma, Sketch, InVision, Adobe
Creative Suite, Maze, Mural, Miro,
OptimalSort, Asana, HTML/CSS,
Anima, Zeplin

EXPERIENCE

UX/UI Designer (Internship) | Trecco, Remote

Nov 2022 - Present

- Oversaw redesign of mobile app by utilizing competitive analysis to increase user engagement by 30% & retention rates by 45%
- Ensure seamless handoff by facilitating weekly design reviews with stakeholders, offshore developers and marketing teams to produce high-fidelity prototypes on Figma.
- Develop and maintain design systems & UI grids to uphold consistency across mobile app screens, resulting in a more cohesive and recognizable brand identity, and reducing design inconsistencies by 50%.

UX/UI Designer (Hackathon) | Levi's, Remote

Sept 2022 - Oct 2022

- Synthesize qualitative data from user interviews, affinity mapping, & secondary research to gain insights into e-commerce user behaviors, enabling the creation of a contextual recommendation system that enhances assurance in purchasing decisions.
- Facilitate ideation sessions with development teams to align on product roadmap & technical constraints of the project, resulting in a powerful algorithm to support the design.
- Apply user-centered design principles plus best practices in interaction design, including user flows, task analysis, & wireframes, to cultivate engaging shopping experiences for mobile and desktop sites.

Product Lead (Contract) | The Nature Lodge, Remote

May 2022 - Jun 2022

- Supervise redesign of desktop website, utilizing UX design strategies while working closely with clients to create an intuitive experience with the aim of increasing website engagement by 25%.
- Perform a competitive analysis, heuristic evaluation, & assessment of information architecture to identify key areas for improvement resulting in informed design initiatives.
- Successfully showcased an accessible and user-friendly prototype with clients after designing 100+ wireframes and conducting 30+ user tests.

Product Strategy Supervisor | Canvas, Hybrid

Dec 2018 - Mar 2022

- Effectively manage project timelines while communicating progress updates to provide stakeholder alignment, delivering high-quality campaign results & exceeding client expectations.
- Conduct user and competitive research to inform campaign strategy recommendations, resulting in amplified brand awareness, revenue, and business success for clients.