

# 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 Design** | User Research, Wireframing, Prototyping, Information Architecture, Usability Testing, C&C Analysis, Persona Development, Card Sorting, Heuristic Evaluation, User Flows, User Journey Maps

**UI Design** | User-centered Design, Web & Mobile Design, Illustration & Sketching, Prototypes, Design Principles

**Tools** | Figma, Pen & Paper, Maze, Optimal Workshop, Asana

## Experience

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### User Experience Design Immersive Fellow | General Assembly | Remote |

July 2023 - October 2023

- **Buckets | Project Manager & UX / UI Designer** | Mobile App
  - Created and led a project plan to keep a team of 4 designers on track through a 3-week design sprint.
  - Redesigned an entire mobile app to increase efficiency and usability from a SUS score of 25 to 88.2
  - Conducted a heuristic evaluation to determine usability problems with the current application.
  - Delivered a 40 screen interactive high fidelity prototype using Figma to fulfill all MVP requirements.
- **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.
  - Conducted 2 out of 7 user interviews and utilized affinity mapping to synthesize findings to identify common themes and user needs.
  - Improved user engagement by 20% with redesign of mobile app.
- **Sunny Garden Greenhouses | Solo Project** | Desktop E-commerce Website
  - Redesigned the 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 | 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.