

DALENA LE

UX & Product Designer

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DESIGN EXPERIENCE

UX Designer / VEYM

MAY 2022 - PRESENT

- Administer solutions through both design and implementation with a cross-functional team of **25+**, including other designers, engineers, project managers, developers, and executives.
- Design end-to-end user experiences, covering registration, logged-in, and logged-out product interactions, generating **1000+ registrations** for multiple products.
- Updated the national membership platform using industry-standard best practices. Incorporated fluid design features and flow that increase traffic to **2,000+ users**.
- Overhauled VEYM's main website information experience that increased user engagement by **150%**
- Introduce usability testing and user research practices to define, assess, and optimize new and existing features.

UX/UI Consultant / CrewFare

MAR 2022 - APR 2022

- Streamlined the reservation management process and developed a split payment feature in collaboration with **4** UX designers, business partners, engineers, and developers.
- Analyzed **37** usability tests and **16** interviews to re-prioritize features and redefine product direction.
- Worked in a fast-paced Agile environment to create journey maps, road maps, user flows, interactive designs, design systems, wireframes, prototypes, and visual mockups.
- Presented content strategy recommendations based on **quantitative** and **qualitative** data to stakeholder executives.
- Utilized **A/B testing** and **SEO optimization** strategies to improve product features and increase conversion rates.

UX Design Fellow / General Assembly

JAN 2022 - APR 2022

- Certified from full-time immersive User Experience Design program that included over **500+ hours**.
- Learn to achieve a hands-on approach to practice user-centered design methods, design thinking skills, interaction design, team collaboration, and client relations.
- Adapted personal design process to the needs of each project, requiring both self-direction and team collaboration.
- Engaged in workshops, design reviews, and guiding team members in collaborative problem-solving to achieve collective objectives as project manager, scrum master, visual design lead, etc.

SKILLS

User Research

Contextual Interviews
Competitive Analysis
Heuristic Evaluation
User Interviews/Testing
Information Architecture

User Interface Design

Wireframing
Rapid Prototyping
Augmented Reality Design
Data Visualization
Visual Design
Web Design

DESIGN TOOLS

Figma
Sketch
Procreate
Adobe Creative Cloud
WordPress

CODE

HTML
CSS

EDUCATION

ELVTR

Intro to AI Product Design
2024

General Assembly

UX Design Immersive
2022

Michigan State University

B.S. Human Biology
2013 ▪ 2018