

# Gabriela Marie

## User Experience Designer

Nov 2023 – Mar 2024

### RITA XYZ • Tourism E-Commerce • UX/UI Designer

- Collaborated with developers and Product Managers in Agile environments to design a user-centric e-commerce website for NYCBP, a minority-owned business.
- Conducted thorough research including experience audits, competitor benchmarking, and user flows to drive informed design decisions.
- Led design thinking workshops to refine information architecture and screen categorization, enhancing overall usability.
- Designed comprehensive visual assets and interactive prototypes using Figma, ensuring alignment with brand guidelines and WCAG 2.1 accessibility standards.
- Coordinated closely with engineering teams using tools like Jira and Discord to ensure seamless translation of designs into functional code.
- Presented design concepts and iterations to stakeholders, incorporating feedback to deliver polished solutions.

Apr 2022 – May 2022

### Unplugged • Booking Website • UX/UI Designer

- Restructured information architecture to allow users to navigate seamlessly, find cabins that align with their preferences, and make informed decisions with greater ease and efficiency.
- Improved search functionality and integrated intuitive filters to streamline cabin selection processes and enhance user experience.
- Optimized user flows across the booking journey, allowing flexible modification of preferences for personalized experiences.
- Implemented a prominent map feature for easy cabin location based on user preferences.
- Categorized cabin inventory by scenery to facilitate quicker decision-making and improve user satisfaction.
- Key methods include SWOT analysis and market evaluation, personas, user flows, and surveys.

Feb 2022 – Mar 2022

### UOK Wellbeing • Mental Wellbeing App • UX/UI Designer

- Designed and implemented a student-friendly check-in process to boost engagement and satisfaction among high school students.
- Conducted extensive user research, including usability testing and interviews, to understand student needs and behaviors related to mental well-being tracking.
- Introduced new features enabling students to monitor their mental well-being progress and access support resources, based on research findings.
- Key methods include competitor analysis, affinity mapping, user story development, mind mapping, and user flow enhancement.
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## Education

- **Rey Juan Carlos University** – Class of 2020  
Bilingual Early Childhood Education BA  
Class of 2020
- **Oulu University** – Class of 2019  
ERASMUS Exchange – Intercultural Education BA  
Class of 2019
- **Memorisely** – Class of 2022  
UX/UI Design Certificate  
Class of 2022
- **E-Cornell** – Jul 2024–Sep 2024  
Data Science with SQL and Tableau Certificate

## Contact

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## Portfolio

[www.gabriela-marie.com](http://www.gabriela-marie.com)

## Skills

User Experience Design  
Interaction Design  
Quantitative & Qualitative Research  
Information Architecture  
Competitive Analysis  
Usability Testing  
A/B Testing  
Wireframing  
Rapid Prototyping  
Web Accessibility  
Design System  
Visual Design  
Motion Design

## Tools

### Design/Research

Figma, Miro, Notion, Maze  
Testing, Balsamiq, Loom, Slack,  
Jira, WordPress, GSuite, Office  
365 and currently learning SQL  
and Tableau.

## Volunteer

48in48

(<https://smnpceinc.org/>)

Built on WordPress and led the design team in 48hrs

Apr 2024

## Soft Skills

Strong Problem-Solving Skills  
Time Management  
Attention to Detail  
Effective Crossfunctional  
Collaboration  
Self Starter  
Curiosity Driven