

NAOMI CORTEZ

UX DESIGNER • AUSTIN, TX

EXPERIENCE

LUXYFUND

UI/UX Designer Intern | 2022

- Redesigned a B2C desktop fintech website focused on tracking the financial portfolio of luxury goods brands.
- Worked with other designers to create brand identity and high-fidelity prototypes to reflect decisions based on user insights. Conducted competitive analysis and user interviews of their target audience to gain insight into users' journeys and their pain points.

YTX YOGA

Freelancer | 2022

- Redesigned a website for a local yoga studio, improving accessibility, user experience, and checkout conversion, resulting in increased site traffic by 40%.
- Conducted site audit, competitive analysis, and user testing resulting in cohesive logos, marketing materials, and improved web experience.

AUSTIN INDEPENDENT SCHOOL DISTRICT

Special Education Teacher | 2017–Present

- Designed and delivered instructional content for elementary Special Education students utilizing the principles of user design consistently to deliver highly effective instruction such as empathy, accessibility, personas, and user stories.
- Achieved 100% mastery of Texas Education Agency standards in 2019–2020 resulting in 95% of Special Education students passing state exam STAAR, in at least one content area.

UX DESIGN PROJECTS

ITINERANT

Mobile | 2021–2022

- Independently developed a mobile platform to create travel itineraries more efficiently, including recommendations, visual schedules, and navigation feature.
- Conducted secondary research, user interviews, synthesized research, created personas, affinity and empathy maps, user flows, and iterations resulting in a high-fidelity prototype.

GRAM CITY

Mobile | 2022

- Presented a solution to a modified Google Design Sprint by adding a feature that allows users to quickly find and share the best photo locations in any city.
- Mapped out user flows, sketched a storyboard, developed and tested rapid prototype, iterated and conducted usability testings to improve high fidelity prototypes.

CYCLE

Website | 2022

- Independently created a bike website, enhancing their browsing and checkout experience to help increase their revenue.
- Analyzed industry leaders to gain insight into user flows. Created low fidelity sketches and prototypes, strategically improving the products usability. Iterated on a high fidelity prototype using information from two rounds of usability testing.

CONTACT

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SKILLS

BILINGUAL ENG/SPAN
INFORMATION ARCHITECTURE
PROTOTYPING
RESEARCH SYNTHESIS
USER RESEARCH
USABILITY TESTING
WIREFRAMING
HIGH FIDELITY DESIGN
USER FLOWS
HEURISTIC ANALYSIS
SKETCHING

TOOLS

FIGMA
MIRO
SKETCH
OVERFLOW
INVISION
ADOBE XD

EDUCATION

SPRINGBOARD | 2021

UI | UX DESIGN CERTIFICATION
700+ hours immersive course with 1:1 expert mentor oversight.

THE UNIVERSITY OF TEXAS

RIO GRANDE VALLEY | 2017

BACHELOR OF ARTS

Multidisciplinary Studies:
Special Education