



ROXANA HASANAT

UX / UI . Product . Designer

✉ Email: roxioxx@gmail.com | 📍 Location: [Troy, Michigan, USA](#) | 👤 LinkedIn: [Click Here](#)

SUMMARY

Customer-oriented professional with over 6 years of experience in user experience, user interface design, interaction design, and user research across multiple product teams. I also run my own online business.

PORTFOLIO

www.roxioxx.com

EXPERIENCE

Owner, Product Designer **Roxioxx Studios, Remote USA**

August 2023 - Current

- Completed several graphic design projects for a client
- Designed a line of products and sold them on my eCommerce store on Etsy
- Provided prompt customer service and fulfilled orders
- Brought products to the finish line by manufacturing them using laser cutting, 3D Printing machines, and third-party vendors, then marketed them on social media through Instagram
- Improved my eCommerce shop by optimizing product listings with SEO, better photos, and switching to a made-to-order inventory system which reduced my upfront costs by 75%

UX/UI Designer **Cella by Randstad Digital, Remote USA**

April 2022 - July 2023

- Transformed data into graphical insight dashboards, which highlighted geolocation opportunities for an enterprise level digital product. This enabled healthcare workers to identify at-risk populations more quickly
- Worked with cross-functional teammates including product managers, UX researchers, content strategists, accessibility experts, program directors, and salespersons to identify and address design-related issues on a regular basis
- Built interactive prototypes to illustrate design concepts, validate user flows, and make necessary adjustments based on feedback
- Mentored less experienced teammates on roadmaps, including a brand-new product manager whom I reported to

UX/UI Designer

Upwork, Remote USA

June 2021 – December 2021

- Conceptualized responsive layouts for new features for an internal marketing team's web portal using Figma, which resulted in optimized workflow processes
- Conducted user research with Bootstrap5, HTML/CSS/JS prototypes I built to run usability tests in order to steer strategic plans effectively on what would bring users the greatest value
- Challenged the status quo set by senior employees by writing detailed design documents and requirements for front-end developers, resulting in better collaboration
- Used JIRA to write and track stories with actionable requirements for the developers to take based on their skill set

Owner, Manga Creator, Product Designer

Roxioxx Studios, Remote USA

July 2018 – July 2021

- Drew and published eight chapters of my web manga *Butterfly Kisses* on WEBTOONS.com
- Designed a line of enamel pins, sticker sheets, and other products and sold them through Etsy.com's eCommerce platform which allows customers to reach my business from more places and at all times

UX/UI Designer, Product Specialist

DrFirst, Rockville, MD USA

Sept 2016 – June 2018

- Managed the design needs for two SaaS products as a Lead Designer which resulted in more self-serve functionality and higher customer retention rates
- Created user journeys, interactive prototypes, wireframes, UX research, and documentation for development teams which resulted in ensuring clear expectations of success
- Led discussion meetings with internal teams and cross-functional peers on requirements
- Designed for web desktop, web mobile, iOS, and Android with an understanding of technical possibilities and limitations that would directly affect the final output which reduced waste by 50%
- Presented high-fidelity, user interface (UI) mockups of the product team's newest ideas to the C-Suite executives in order to get the green light to move forward

UX/UI Designer

Epic System Corporation, Verona, WI USA

July 2015 – May 2016

- Sketched out user journeys of healthcare workers, wireframes, mockups, and interactive designs at live team meetings for deeper and more fruitful discussions
- Pitched original ideas, innovative concepts, and design revisions to peers and business owners early and often, resulting in a happier team and less development time

- Audited and defined the style guide across the application, which improved the quality of the UI from a stylistic and structural perspective and made it easier to learn
- Introduced LEAN methodology to teams that followed waterfall or no design process, reducing the time to have a feature shipped by 30%

EDUCATION

Bachelor of Science in Architecture: Transportation Design Lawrence Technological University, Southfield, MI USA

Graduated May 2015

- This program was a subset of the Product Design curriculum
- Worked with industry leaders on creating futuristic automobile concepts

SKILLS

Basic Skills

Product Design
Graphic Design
Wireframing
User Interface (UI) Mockups
Personas
User Interviews
Usability Testing
Leading Focus Groups
Running Workshops
Roadmaps
Mentorship
Prototyping Interactive Designs
Process Flows
Writing Documentation
Requirements Gathering
Cross-Functional Teamwork

Adobe Suite

Illustrator
InDesign
Photoshop

UX/UI

Figma
Atlassian Confluence
Atlassian JIRA
LEAN Methodology
Agile Methodology
Design Systems
GitHub Pages
Responsive Web Layouts
Mobile Design (Web, iOS, Android)
Data Visualizations
Graphical Dashboards
SaaS Products

Business

Competitive Research
Customer Service
Relationship Building
Cost Analysis
SEO
Content Writing
eCommerce
Instagram Social Media

Languages

HTML
CSS
Javascript
JSON
Bootstrap5

Miscellaneous

Unity Engine
MS Outlook
MS Sharepoint
Illustration
Blender 3D
3D Printing
Laser Cutting

PUBLICATIONS

Butterfly Kisses

Webtoon, Online Manga

July 2018 - July 2021

NOTES

Letters of recommendation can be found on [my LinkedIn profile page](#).