



# ROXANA HASANAT

Graphic Designer

✉ Email: [roxioxx@gmail.com](mailto:roxioxx@gmail.com)

📍 Location: [Elkton, Maryland](#)

👤 LinkedIn: [Click Here](#)

## SUMMARY

5+ years of professional experience working on complex digital products and marketing products with cross-disciplinary partners. 3+ years in leadership positions. Front-End Software Development certified. Open to relocation with the EST of the US.

## PORTFOLIO

[www.roxioxx.com](http://www.roxioxx.com)

## EXPERIENCE

### Store Associate

CVS, Newark, DE

May 2024 – Current

- Gave excellent customer service to retail and pharmacy customers during high-stress times
- Educated customers on how to use the CVS app, check prices in the coupon center, use the self-checkout machine, read through marketing material, and answer questions about anything else CVS has to offer
- Helped Medicare patients use their over-the-counter benefits to pay for everyday needs

### Graphic Designer

Roxioxx Studios, Remote

July 2018 – Current

- Completed several freelance graphic design projects for various client
- Brought multiple design ideas to life from concept to final product through sketching, 3D modeling with Blender3D, and 3D Printing
- Designed a line of products and sold them through Etsy.com's eCommerce platform

### UX/UI Designer

Cella, Remote

April 2022 – July 2023

- Managed design-related issues as Lead Designer for the client's enterprise-level, population health application that managed thousands of members
- Turned raw data into graphical insight dashboards, which highlighted geolocation opportunities for an enterprise-level digital product, enabling healthcare workers to identify at-risk populations more quickly
- Transformed dense SQL database information and Microsoft Excel sheets into dashboards in the new UI and into infographics for Microsoft PowerPoint presentations
- Built interactive UI prototypes to illustrate design concepts, validate user flows, and make necessary adjustments based on feedback

- Created a well-laid-out demo document in Microsoft Word with sales stories and click-through paths to demonstrate software capabilities to clients

### **UX/UI Designer**

#### **Upwork Enterprise Solutions, Remote**

June 2021 - December 2021

- Owned the full design lifecycle as Lead Designer for an online job board's digital marketing web portal that sent out emails to job seekers, such as healthcare workers, and connected them to employers
- Designed digital webpages with Bootstrap5, HTML/CSS/JS prototypes, and ran usability tests in order to improve user satisfaction
- Presented user research slide decks with entertaining graphics to educate the larger working team

### **UX/UI Designer, Product Specialist**

#### **DrFirst, Rockville, MD**

Sept 2016 - June 2018

- Oversaw the end-to-end user experience design process as the Lead Designer for two SaaS products
- Designed user interfaces with a focus on enhancing user experience, navigation, and data storytelling using Adobe Illustrator, Adobe Photoshop, and InVision
- 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
- Created printed marketing materials for the sales enablement team to hand out information to potential clients

### **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

### **Advanced UX Design Intern**

#### **General Motors, Warren, MI**

May 2014 - Aug 2014

- Designed the next generation of automobile excellence for a customer 10 years into the future
  - Conducted market research to predict where trends were heading and designed with those trends in mind
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- Modeled a 3D mock-up of a car interior in Autodesk Alias and presented a walkthrough of the concept design to management

## EDUCATION

**Front-End Web Developer Certificate**  
**Central Michigan University, Mount Pleasant, MI**

Acquired July 2024

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

Graduated May 2015

## GROUPS

**Graphic Designer**  
**Society of Automotive Engineers (SAE) + Blue Devil Motorsports, Southfield, MI**

July 2012 - May 2015

## NOTES

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