



# ROXANA HASANAT

UX / UI Designer

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## SUMMARY

6 years in web UX/UI design, creating web, desktop, and mobile apps.  
2.8 years of professional experience, primarily in the Health IT sector.  
Solid understanding of design principles.

## EXPERIENCE

### **Self-Employed, Boyds, MD USA**

#### **Indie Creator, UX/UI Designer**

June 2018 - October 2018

- Attempted to start entrepreneurship full time
- Redesigned brand website to increase user engagement, customer retention, and sales with successful results based on analytics tracking
- Published short stories on Amazon Kindle, produced a manga chapter on Webtoons called "Butterfly Kisses," and designed a board game called "Rose Festival"
- Drew over 30 illustrations and dozens of thumbnails/sketches/storyboards

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

#### **UX/UI Designer**

Sept 2016 - June 2018

- Led UX Design at one of the most innovative companies in the ePrescribing arena, which was new at the time to the concept of UX
- Sketched out wireframes, created personas, conducted user research, built prototypes using InVision, and created high-fidelity mockups using Adobe Illustrator
- Designed UX / UI strategy for web, iOS, and Android
- Used working knowledge of HTML/CSS/JavaScript to create feasible designs for the web portal
- Worked with Product Managers, Project Managers, Business Technical Analysts, Developers, and Clinical Workers

### **Epic, Madison, WI USA**

#### **UX Designer**

July 2015 - May 2016

- Iterated holistically on wireframes, paper prototypes, low- and high-fidelity mockups for proposed interfaces to get early stakeholder/user feedback
- Used working knowledge of HTML/CSS/JavaScript to propose feasible and intuitive designs
- Supported first-time users during their first few shifts on Epic's software, which led to new ideas on increasing ease of use for the product
- Played a critical part in creating the company's 2015 Style Guide
- Introduced Lean Design Process to teams that traditionally followed a waterfall, or no design, process in order to reduce wasted development time

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**General Motors, Warren, MI USA**

**Advanced UX Studio Intern**

June 2014 - August 2014

- Brainstormed new branding strategies
- Researched customer personas through trend research and user interviews
- Illustrated an extensive storyboard of how customer would interact in the future
- Designed an Automotive UX concept for the year 2025 with Autodesk Alias and Photoshop

**EDUCATION**

**Lawrence Technological University, Southfield, MI USA**

**Bachelor of Science in Architecture: Transportation Design**

Graduated May 2015







- Program was a subset of the Product Design Curriculum
- Worked with industry leaders on creating the artisan designs for the cars of the future

Industry Sponsored Projects:

- Honda, Concept for a Utility Vehicle - 4th Year
- Chrysler Ram, Concept for an Urban Mobility Vehicle - 3rd Year
- Chevrolet, Concept for 2025 Future Vision - 2nd Year
- Lincoln, Concept for a Luxury C-Class Vehicle for Millennials - 1st Year

**SKILLS**

**Basic Skills**

- Sketching 
- Wireframing 
- Storytelling 
- Paper Prototyping 
- Digital Prototyping 
- Team Management 

**Adobe Suite**

- Illustrator 
- InDesign 
- Photoshop 
- Captivate 
- After Effects 

**Other Software**

- InvisionApp 
- Blender 3D 
- Sculptris 
- Autodesk 3Ds Max 
- Autodesk Alias 
- Revit Architecture 

**Languages**

- HTML/CSS 
- Javascript 
- Actionscript 3 

**PORTFOLIO**

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