



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

June 2018 - Current

- Studied marketing and eCommerce Principles; created merchandise and product listings
- Redesigned a website to increase user engagement, customer retention, and sales with successful results based on analytics tracking
- Published short stories on Amazon Kindle, produced 6 manga chapters on Webtoons called "Butterfly Kisses," and designed a board game called "Rose Festival"
- Drew over 400 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 desktop and mobile, iOS, and Android
- Used working knowledge of HTML/CSS/JavaScript to create feasible designs for the web portal, including data visualizations (graphs, maps, tables, etc.)
- 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 a customer would interact with the product
- 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 
- Premiere Pro 

Other Software

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

Languages

- HTML5 
- CSS 
- Javascript 
- Bootstrap 
- Actionscript 3 

PORTFOLIO

www.roxioxx.com/portfolio