



ROXANA HASANAT

UX / UI . Product . Designer

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Current Location: [Troy, Michigan, USA](#)
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SUMMARY

5 years of professional experience working in user experience and interface design with product teams. Specialized in US Healthcare technology and regulations.

PORTFOLIO

www.roxioxx.com

EXPERIENCE

UX Designer

Cella, Remote USA

April 2022 – July 2023

- Ensured UI designs aligned with user expectations, needs, and behaviors to inform program decisions and roadmap
- Transformed data into actionable insight dashboards with data visualizations highlighting geolocation opportunities, allowing healthcare workers to find at-risk populations quicker
- Provided design leadership to product managers, UX researchers, content strategists, accessibility experts, program directors, and salespersons in order to address and identify design-related issues regularly
- Built interactive prototypes to illustrate design concepts and validate user flows, making necessary adjustments based on user feedback

UX 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 effectively steer strategic plans
- Wrote detailed and up-to-date design documents and requirements for front-end developers to follow, which challenged the status quo set by senior employees and resulted in better collaboration between product and development

Small Business Owner, WEBTOONS Manga Creator

Etsy.com and WEBTOONS.com, Remote USA

July 2018 – July 2021

UX/UI Designer

DrFirst, Rockville, MD USA

Sept 2016 - June 2018

- Managed the design needs for two products as a Lead Designer and accomplished making a consistent and user-friendly experience across platforms
- Created user journeys, UX prototypes, wireframes, mockups, and documentation for development teams, bringing new features to life in an elegant way

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- Designed for web desktop, web mobile, iOS, and Android with an understanding of technical possibilities and limitations that would directly affect the final output
- Presented high-fidelity mockups of the product team's newest ideas to the C-Suite executives and ultimately got their approval

UX Designer

Epic, Madison, 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 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
Wireframing
Mockups
Personas
User Research
Usability Testing
Prototyping
Process Flows
Branding

Adobe Suite

Illustrator
InDesign
Photoshop

UX / UI

Figma
Atlassian Confluence
Atlassian JIRA
LEAN Methodology
Agile Methodology
Design Systems
Github Pages
Responsive Layouts
Mobile Design (Web, iOS, Android)

Languages

HTML
CSS
Javascript
JSON
Bootstrap5
MongoDB (A Tiny Bit)
C# for Unity (A Tiny Bit)

Miscellaneous

Illustration
Digital Painting
Blender 3D

PUBLICATIONS

Butterfly Kisses

Webtoon, Online Manga

July 2018 – July 2021

RECOMMEND

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