



# ROXANA HASANAT

UX / UI Designer

Email: [roxioxx@gmail.com](mailto:roxioxx@gmail.com)  
Current Location: [Troy, Michigan, USA](#)  
LinkedIn: [Click Here](#)

## SUMMARY

I have 5 years of professional experience in the UX/UI field with special expertise in US Healthcare technology and regulations.

## PORTFOLIO

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

## EXPERIENCE

### UX Designer

**Cella, Remote USA**

April 2022 – July 2023

- Lead UX designer for an enterprise-level, web application centered around population health
- Increased value for end users by designing map-based graphs to make the data easier to understand
- Responsible for communicating UX strategy and product design talking points with UX researchers, content strategists, accessibility experts, program directors, and salespersons
- Prototyped conceptual design for a mobile app focused on improving healthcare insurance benefits to the company's members. The prototypes were then used for user testing

### UX Designer

**Upwork, Remote USA**

June 2021 – December 2021

- Designed responsive layouts and interfaces for an internal marketing portal focused on sending emails to specific sets of jobseekers
- Used Bootstrap5, HTML/CSS/JS to create interactive wireframes to usability test with end users
- Created design documents for front-end developers to create the new app's module's pages

### Manga Creator + Professional Development Period

**Boyds, MD USA**

June 2018 – June 2021

- Published 8 episodes for my WEBTOON *Butterfly Kisses*
- Ran an Etsy shop to sell my products (eCommerce Business)
- Learned Unity to create my own games (including art asset creation and C#)
- Also learned HTML/CSS/JS to communicate with developers better

### UX/UI Designer

**DrFirst, Rockville, MD USA**

Sept 2016 - June 2018

- Lead UX Designer for Akario Backline and an internal admin portal (called iRegister)
- Sketched out wireframes, created personas, presented mockups, conducted user research, built prototypes
- Designed for web desktop, web mobile, iOS, and Android
- Created high-fidelity mockups of the product team's newest ideas in order to present to the C-Suite executives for approval

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## UX Designer

**Epic, Madison, WI USA**

July 2015 - May 2016

- Created user journeys, UX prototypes, and detailed wireframes
- Presented to stakeholders early and often to get feedback before going to the developers with the design
- Played a critical part in creating the enterprise style guide (design system)
- Introduced LEAN methodology to teams that followed waterfall or no design process

## 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 designs

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

Storytelling  
Wireframing  
Mockups  
User Personas  
User Testing  
Prototyping  
Process Flows  
Branding

### Adobe Suite

Illustrator  
InDesign  
Photoshop

### UX / UI

Figma  
InvisionApp  
Atlassian Confluence  
Atlassian JIRA  
LEAN Methodology  
Agile Methodology  
Product Design  
Design Systems  
Branding Identity  
Github Pages  
Mobile Design (Web, iOS, Android)

### Languages

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

### Miscellaneous

Digital Painting  
Blender 3D  
3D Graphics and Printing  
Video Editing

## PUBLICATIONS

### Butterfly Kisses

**Webtoon, Online Manga**

July 2018 - Current

## RECOMMEND

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