



ROXANA HASANAT

UX / UI . Product . Designer

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

5 years of professional experience working in user experience, interface design, interaction design, and research under several product teams. Occasionally, filled in as a product manager.

PORTFOLIO

www.roxioxx.com

EXPERIENCE

Small Business Owner, Writer, Product Designer

Roxioxx Studios, Remote USA

August 2023 – Current

- Worked with clients to complete several graphic design contracts
- Wrote five short stories, got critiques from fellow writers, revised the original content, and sent them to magazines, which fulfilled a lifelong dream of mine
- Improved my Etsy shop by creating better content for product listings with SEO optimizations, better photos, and adding in more “made to order” products, therefore reducing costs
- Got the word out on my shop through social media posts on Instagram
- Storyboarded and sketched up another sixteen episodes for my WEBTOON Butterfly Kisses

UX/UI Designer

Cella, Remote USA

April 2022 – July 2023

- Expertly articulated UI design rationale to make sure that vision aligned with user expectations, needs, and behaviors
- Transformed data into graphical insight dashboards with data visualizations highlighting geolocation opportunities, allowing healthcare workers to find at-risk populations quicker
- Provided design leadership to a cross-functional team of 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 proactively based on user feedback
- Gave crash courses to less experienced teammates on setting goals on a timeline, or in other words, a roadmap. One of the learners included a brand-new product manager whom I reported to

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

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- Used JIRA to write stories with actionable requirements for the developers to take based on their skill set. Kept track of the entire JIRA Project on a Confluence Page for higher-ups to see

Small Business Owner, Manga Creator, Product Designer

Roxioxx Studios, Remote USA

July 2018 – July 2021

- Drew and published eight chapters of my web manga *Butterfly Kisses* on WEBTOONS.com
- Designed a line of enamel pins, sticker sheets, and other products and sold them through Etsy.com's eCommerce platform which allows customers to reach my business from more places and at all times

UX/UI Designer, Product Specialist

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
- Facilitated meetings and conversations with internal teams and cross-functional peers
- 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/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
- 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
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SKILLS

Basic Skills

Product Design
Wireframing
Mockups
Personas
User Research
Usability Testing
Prototyping
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
Blender 3D
3D Printing
Laser Cutting

PUBLICATIONS

Butterfly Kisses

Webtoon, Online Manga
July 2018 – July 2021

NOTES

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