



ROXANA HASANAT

UX / UI Designer

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SUMMARY

5+ years of professional experience in user experience design, user interface design, and interaction design across multiple companies such as Epic, a healthcare insurance company (Cella's client), and more.

PORTFOLIO

www.roxioxx.com

EXPERIENCE

Store Associate

CVS, Troy MI USA

May 2024 - Present

UX/UI Designer

Cella by Randstad Digital, Remote USA

April 2022 - July 2023

- As the Lead Designer, I worked with teammates to identify and address design-related, especially in stressful situations and under difficult timelines for my client's enterprise-level, population health application that managed thousands of members
- Built interactive prototypes in Figma to illustrate design concepts, validate user flows, and make necessary adjustments based on feedback on a project that filtered members based on characteristics such as insurance claims data, remote monitoring, lab results, and more
- Analyzed UI designs for accessibility compliance (WGAG 2.0) and formed an implementation plan to handoff to development
- Transformed data into graphical insight dashboards, which highlighted geolocation opportunities for an enterprise level digital product, enabling healthcare workers to identify at-risk populations more quickly
- Mentored less experienced teammates on roadmaps and design skills

UX/UI Designer

Upwork Enterprise, Remote USA

June 2021 - December 2021

- Lead Designer for a digital marketing web portal that sent communications to jobseekers using the company's online job board
- Created responsive layout designs in Figma for the JIRA tickets assigned to me by the Product Manager; then, led discussions with the proposals and edited them live in order to gain consensus with the team, finalize decisions, and get approval

- Conducted user research and usability tests with Figma prototypes and also Bootstrap5, HTML/CSS/JS prototypes and also QA'd developer projects
- Mapped out the end user journey and the phases they go through on the experience
- Worked in an Agile environment and wrote up JIRA tickets with actionable requirements for the developers to take based on their skill set and track the progress

Owner, Manga Creator, Product Designer + Education Break

Roxioxx Studios, Remote USA

July 2018 - July 2021

- Learned how to use HTML/CSS/JS, JSON, and MongoDB
- 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 online, eCommerce platform

UX/UI Designer, Product Specialist

DrFirst, Rockville, MD USA

Sept 2016 - June 2018

- Managed the design needs for two SaaS products as the Lead Designer which resulted in more self-serve features added to the apps and higher customer retention rates
- Created user journeys, interactive prototypes, wireframes, UX research, and documentation for development teams which resulted in ensuring clear expectations of success
- Led discussion meetings with internal teams and cross-functional peers on requirements
- Designed for web desktop, web mobile, iOS, and Android with an understanding of technical possibilities and limitations that would directly affect the final output which reduced waste by 50%

UX/UI Designer

Epic System Corporation, Verona, WI USA

July 2015 - May 2016

- Sketched out user journeys of healthcare workers within the hospital ecosystem
 - Created 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 the enterprise-level, hospital software and collaborated with other designers to define the style guide across the entire "Hyperspace" suite, which improved the quality of the UI from a stylistic and structural perspective and made it easier for our end users to learn
 - Introduced LEAN methodology to teams that followed waterfall or no design process, reducing the time to have a feature shipped by 30%
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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

Graphic Design
Wireframing
User Interface (UI) Mockups
Personas
User Interviews
Usability Testing
Leading Focus Groups
Running Workshops
Roadmaps
Mentorship
Documentation
Requirements Gathering

Adobe Suite

Illustrator
InDesign
Photoshop

UX/UI

Figma
WCAG 2.0
Web Accessibility Standards
World Wide Web Consortium
Atlassian Confluence
Atlassian JIRA
LEAN Methodology
Agile Methodology
Design Systems
Responsive Web Layouts
Mobile Design (Web, iOS, Android)
Data Visualizations

Business

Customer Service
eCommerce

Languages

HTML
CSS
Javascript
JSON
Bootstrap5

Miscellaneous

Blender 3D
3D Modeling
3D Printing
Laser Cutting
Illustration
Sketching

PUBLICATIONS

Butterfly Kisses

Webtoon, Online Manga

July 2018 - July 2021

NOTES

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