Chayala Strauss
UX/UI Designer

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Professional Summary

As a UX Designer I value empathy and listening. Working with children, including those with special needs has taught me the importance of patience and understanding. My background in Graphic Design has honed in on my skills of being detail oriented, creative, as well as neat and organized. Utilizing the above mentioned skills allows me to execute efficient and user friendly design solutions.

Skills

Research Skills | Heuristic Evaluation, Competitive and Business Analysis, User Research, Usability Testing
Design Skills | Information Architecture, Sketching, Wireframing, Prototyping, Icon/Logo Design, Web & Mobile Design, Design Principles
Tools | Figma, Balsamiq, Lucidchart, Maze, Optimal Workshop, Adobe Illustrator, Photoshop, InDesign
Others | Collaboration, Design Critique, Emotional Design, Problem-solving, Rapid Prototyping

Education

General Assembly | UX/UI Design Immersive | Remote   2023
- Full-time program consisting of 500+ hours of study, practice, team projects, and professional training.
- Executed end-to-end UX/UI design processes for six projects from the user research phase through UI design, prototyping, usability testing, iteration, and stakeholder presentations.

Design Alive | Graphic Fundamentals and Graphic Design | Remote   2022 - 2023
- Graphic Fundamentals Fastrack- Self paced computer skills course, three core Adobe programs, Illustrator, Photoshop, and Indesign.
- Graphic Design Program- Eighteen week, comprehensive in depth graphic design course covering design principles layout, idea development, to a full portfolio of project work.

UX Design Projects

A Foot in the Door | Design Lead | Web app, recruiter dashboard design   2023
- Conducted business analysis, competitive/comparative analysis and user interviews to understand recruiters needs for a dashboard.
- Created a site map, wireframes, sketches, and a mid fidelity prototype.
- Delivered 50+ frame, high fidelity prototype in Figma, giving ease and efficiency to the hiring process.

Kinder Haus Toys | UX/UI Designer | Web app, toy store redesign   2023
- Conducted feature inventory, competitive analysis, and usability testing to understand user pain points and happy paths with the toy stores site.
- Utilized card sorting to determine information architecture and created sketches and wireframes.
- Delivered a mid fidelity prototype of sixteen frames in Figma to optimize the users shopping experience.

Professional Experience

Homebase | UX/UI Designer | Web app, homeownership site design   Present
- Creating user-centered interfaces aiming to help new prospect homeowners find mortgage assistance.
- Designing a high fidelity prototype in Figma of 30+ frames with AI features and a focus on user needs.
- Maintaining client relationship with start-up CEO and working cross-collaboratively with software engineers.

YS Interiors | Graphic Designer | Logo and Branding   2022
- Created a logo for a interior designer in Adobe Illustrator with design principles and typography/color theory.
- Created a business card, envelope, and letterhead with Adobe Illustrator and Photoshop.

Yeshiva Torah Vodaath | Assistant Nursery Teacher | Brooklyn   2022 - 2023
- Worked with children and gained patience and empathy towards the kids and the staff members.
- Observed the children and paid attention to detail in order to understand their various behaviors resulting in them adapting and growing throughout the year.

Chai Lifeline | Community Volunteer | Brooklyn   2020 - Present
- Communicating with staff members, empathizing with children battling illness, and showing compassion.
- Volunteering at events and helping with birthday programs. Mentored in the big sister program for one girl weekly ('21). Counselor for a girl with cystic fibrosis at the organization's summer program, Camp Simcha.

NCSY 4G | Peer Advisor | Brooklyn   2022 - Present
Gaining skills through this weekly mentor program including empathy, listening, leadership, and communication.