



LUISA RINCON

UX Designer

Highly empathetic, critical thinker, and UX advocate. Puts a high priority on user focused solutions to better serve both users and clients needs. I strive to create enjoyable user experiences by listening and learning from users; I have assisted and advocated for thousands of customers in both English and Spanish and recommended practical and efficient research-backed solutions.

Email

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Portfolio

luisarincon.design

UX

Domain Research

User Interviews

Competitive/Comparative Analysis

User Testing

Sitemaps

A/B Analysis

UI

Prototyping

Responsive Design

High Fidelity Mockups

Typography

Branding

Tools

Figma

Miro

Maze

Zeplin

G-Suite

Keynote

Languages

English: Fuent

Spanish: Fluent

Mandarin Chinese: Limited Proficiency

Education

March- June 2022

General Assembly

UX Design Immersive

2016-2020

Montclair State University

Bachelor of Science - Business Administration, Concentration in International Business, Minor in Mandarin; GPA 3.78

Experience

September 2022- Present

UX Designer | The Opportunity Project 2022: US Census Bureau

I am a UX Designer on a cross disciplina team that is creating a digital tool to help state, local, tribal, and territorial governments navigate potential Broadband (internet) grant opportunities enabled by the Bipartisan Infrastructure Law (BIL) to optimize the use of the limited staff resources and enable them to better plan for upcoming opportunities.

- Created the research plan & strategy
- Conducted 2 user interviews & usability testing on 10+ participants.
- Conducted a comparative analysis with Grant.gov.
- Sketched & prototypes ideas for new feature additions (notification & share features).

September- November 2022

UX Designer | Customer Discovery Pros (Contract)

Conducted research and revised existing designs to meet the needs & expectations of the company's new market.

- 25+ user interview calls for a German Med-Tech company that is breaking into the U.S market.
- Conducted an accessibility review performed against the Web Content Accessibility Guidelines (WCAG 2.1).
- Conducted market research including competitive & heuristic analyses.
- Sketched, wireframed & prototyped a redesign of their website (U.S site).

May- June 2022

UX Designer | enBloom (Contract)

Designed a site for a medical charity where users can access holistic resources as well as black holistic practitioners, instructors, and spaces in the United States. I served as the client liaison for this project (web app) and assisted in conducting research and designing the UI (3 weeks).

- Client liaison: delivered designs and ideas to client, drafted SOW & the contract, and routinely met with the client to discuss the team's progress.
- Collaborated to sketch, wireframe, & prototype a minimalistic view of all high-level details on the dashboard, prioritizing action items, to accommodate user needs (Figma).
- Oversaw 4 rounds of usability testing with 10 users to iterate and validate the design; improved the 18.2% direct success rate -tester completed the mission via the expected path- to 83%. (Maze)

Projects

October 2022

Product Manager & UX Designer | Levi Strauss & Co. Denim Decoded Hackathon

Managed a cross disciplinary team of developers and designers and we created an in-house solution for Levi's Fit & Size customer experience. The team had 12 days to create an original solution from scratch, competing against 11 established startups who have been developing solutions to this problem for years. We were one of the four winning teams.

- Created the research plan & strategy
- Conducted 3 user interviews and usability testing on 20+ participants
- Sketched, wireframed, and prototyped original user flows
- Communicated a clear vision and strategy to my team members
- Managed the product lifecycle and product roadmap
- Working collaboratively with internal stakeholders.

June 2022

Lead UX Researcher | Freyhacks Hackathon

As the Lead Researcher for this project (mobile web-app), I integrated user research findings to tailor the UI, feature offerings, and information architecture to the user persona during a short time frame (48 hours).

- Conducted A/B testing on two variants of the design to test which one performed better and used results to tailor the design. (Maze)
- Created sitemaps, journey maps and a market analysis (SWOT) (Miro, Canva, Flowmapp).