



# Nylah Campos

Principal Associate - UX/UI Designer

(312) 555-0198 nylah.campos@email.com

linkedin.com/in/nylahcampos 123 Technological Way, Chicago, IL 60607

## STRENGTHS

- Collaborative Mindset**  
Thrive in multidisciplinary teams; generating creative outcomes arises from shared ideas among stakeholders.
- User-Centric Focus**  
Empathy drives successful designs; developed key features after listening to direct user feedback and usability tests.
- Proactive Leadership**  
Took initiative in project management, leading from front and facilitating growth for junior members across design activities.
- Innovation Driver**  
Famously recognized for stepping up in generating cutting-edge concepts that mitigate challenges faced within user interaction.
- Research Orientation**  
Invested time in conducting thorough research, enabling solutions grounded in defined user expectations—not just aesthetics.

## SKILLS

- UX/UI Design Prototyping
- User Research Usability Testing
- Figma Sketch Collaboration
- Leadership Design Thinking
- Wireframing Interaction Design
- Visual Design Responsive Design
- A/B Testing
- Stakeholder Engagement
- Feedback Incorporation

## SUMMARY

Dynamic UX/UI Designer experienced in shaping digital experiences and enhancing user satisfaction. Seasoned leader committed to collaborating with stakeholders and aligning design initiatives with business goals. Proven track record of leading projects from inception to launch, driving innovative solutions that resonate with users. In previous roles, crafted compelling designs by employing user research insights and feedback while mentoring junior designers. Passionate about creating engaging interfaces through cross-functional team collaboration, ensuring every detail reflects user needs.

## EXPERIENCE

### Senior UX/UI Designer

Creative Solutions Inc. March 2024 - Present Chicago, IL

Led diverse UX/UI design projects to create intuitive interfaces and improve overall user engagement. Facilitated close collaboration with cross-disciplinary product teams and leveraged user feedback for effective design iterations. Mentored team members on best practices while striving for high-quality user-centered design resolutions.

- Spearheaded end-to-end design processes, translating complex user needs into accessible, enjoyable experiences.
- Collaborated with developers to enforce usability standards, improving application performance significantly.
- Conducted user research sessions and implemented findings in iterative design tweaks, boosting user satisfaction.
- Facilitated design thinking workshops with stakeholders and team members, leading to critically acclaimed solutions.
- Utilized Figma and Sketch for prototype development, setting the standard across various projects.
- Evaluated usability testing scores and metrics, refining design decisions based on insightful analysis.

### UX/UI Designer

Digital Innovations Ltd. June 2021 - February 2024 Chicago, IL

Focused on integrating responsive design principles within web and mobile applications to enhance usability and accessibility. Collaborated extensively with clients to derive actionable user insights and elicited critical feedback from all project phases. Proven ability in conducting rigorous A/B testing methodologies led to significant increases in user interaction quality.

- Developed comprehensive wireframes and interactive prototypes tailored to enhance client-centric solution offerings.
- Engaged regularly with diverse stakeholders, incorporating their input for seamless design transitions.
- Presented sharply conceptualized ideas during team ideation meetings, fostering a collaborative spirit across departments.
- Executed important usability assessments through A/B testing that drove substantial improvements in user engagement.
- Kept abreast of industry trends to continually push design boundaries and reflect latest advancements in implementation.
- Initiated collaborative design reviews with peer designers, elevating project quality through collective brainstorming.

## LEADERSHIP & AWARDS

- Recipient of the 2023 Design Innovation Award for exceptional contributions in redesigning a major client platform.

## LANGUAGES

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English Native

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Spanish Proficient

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## MY CAREER

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● Senior UX/UI Designer at Creative Solutions Inc. (2.2 Years)

● UX/UI Designer at Digital Innovations Ltd. (2.7 Years)

- Leadership Excellence Award in 2024 for successfully mentoring junior team members and promoting knowledge sharing within the organization.

## EDUCATION

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### Bachelor's Degree in Graphic Design

University of Illinois at Chicago 🎓 GPA: 3.8 📅 2021 📍 Chicago, IL

**Coursework:** Design Principles, User Experience, Interaction Design, Visual Communication

## CERTIFICATIONS

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- Certified UX Designer 📅 2022
- Google UX Design Certificate 📅 2023

## TECHNICAL SKILLS

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- **Design Tools:** Figma, Sketch, Adobe XD
- **Methodologies:** Agile, Design Thinking, User-Centered Design
- **Prototyping Software:** InVision, Axure, Balsamiq
- **User Research Techniques:** Surveys, Interviews, Usability Testing
- **Project Management:** JIRA, Trello, Asana
- **Analytics Platforms:** Google Analytics, Hotjar, Crazy Egg
- **Accessibility Standards:** WCAG 2.0, ADA Compliance, ARIA
- **Communication Tools:** Slack, Zoom, Microsoft Teams
- **Development Tools:** HTML, CSS, JavaScript
- **Version Control Systems:** Git, Bitbucket, GitHub

## PROFESSIONAL AFFILIATIONS

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- Member of the Interaction Design Association, actively participating in community-driven design hackathons.
- Volunteer designer for local non-profits, providing pro bono UX solutions that impact underrepresented communities.

## ADDITIONAL INFORMATION

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**Work Status** : Authorized to work in United States. No sponsorship required.

## REFERENCES

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AVAILABLE ON REQUEST