

# zephyr maverick

## UX/UI Designer

[linkedin.com/in/zephyrmaverick/](https://www.linkedin.com/in/zephyrmaverick/)  
portfolio: [zephyrmaverick.com](https://zephyrmaverick.com)

### SKILLS

User Experience Design  
User Interface Design  
User Center Design  
Interaction Design  
Visual Design  
User Research  
A/B Testing  
Qualitative Research  
Quantitative Research  
Prototyping  
Wireframe  
Journey Mapping  
Card Sorting  
Usability Testing  
Agile Methodology

### TOOLS

Figma, FigJam, WordPress, Semplice,  
Trello, Sketch, Balsamiq

### EDUCATION

#### **The Art Institute of New York City**

APRIL 2010 - JUNE 2012

Graphic Design, Marketing, and  
Photography

#### **General Assembly**

NOVEMBER 2021 - FEBRUARY 2022

User Experience Design Immersive

#### **Sign Language Center**

APRIL 2022 - CURRENT

American Sign Language and Deaf  
Culture Studies

### EXPERIENCE

#### **UX Researcher and Design Consultant**, The Emily Shane Foundation — *Remote*

JULY 2022 - DECEMBER 2022

A website redesign of a non-profit organization that works towards the support of at-risk and/or failing middle school students

- Comparative and competitive research
- Heuristic evaluations
- Develop content strategy and information architecture
- User interviews and usability testing
- Analyze how improvements tie into stakeholder preferences and market needs
- Set design requirements based on briefs from internal teams and external partners while working collaboratively towards the product vision

#### **UX Designer**, Blueport — *Remote*

JANUARY 2022 - FEBRUARY 2022

A mobile website design of a product configurator to be used in B2B/B2B2C e-commerce service for multiple big-ticket item retailers

- Extensive competitive research on existing product configurators
- Conducted user interviews and usability studies with the goal of understanding the what and why people purchase online, or hesitate to purchase online
- 5 rounds of usability testing of existing product configurators
- Analysis of metrics from user testing to validate and implement innovative design decision
- Created UI elements implementing material design and considering responsive design
- Created sketches and high quality low-fidelity wireframes and prototype
- 9 rounds of usability testing of prototype
- Delivered extensive market research and compiled usability testing results with a detailed low-fi prototype

#### **UX Design Fellow**, General Assembly — *Remote*

NOVEMBER 2021 - FEBRUARY 2022

Full time immersive student in the User Experience Design Program

- Over 480+ hours of professional training and skill development
- User-centered research methods
- Data driven design decisions
- Design thinking skills
- Team collaboration, and client relations
- Web and mobile application development



# zephyr maverick

## UX/UI Designer

### RELEVANT EXPERIENCE AND TRANSFERABLE SKILLS

#### **Customer Experience Specialist**, Discovery Land Company — *New York*

AUGUST 2019 - MARCH 2020

- Maintained a high level use of verbal communication skills and interaction of luxury private residential club communities
- Created and curated new cocktails and mocktails for high profile clientele
- New and original concepts for weekly featured items
- Cultivated themed events of over 100 adults and 50 children that increased engagement and member retention
- Developed ideas and concepts to maintain and innovate brand identity
- Created and implemented standard operating procedures for seamless employee and customer experience

#### **Assistant Manager**, Green Dragon — *Colorado*

AUGUST 2018 - JANUARY 2019

- Inform and educate up to 10-12 staff members on new products and policies
- Managed data entry and tracking systems to ensure overall business efficiency
- Oversaw the receiving and processing of over 100 products
- Monitor inventory levels, price discrepancies, and packaging to ensure regulatory compliance

#### **Assistant Manager**, Vail Resorts — *Colorado*

AUGUST 2017 - JANUARY 2018

- Developed and marketed handcrafted barrel aged cocktails
- Managed staff of up to 20 members
- Developed standard operating procedures for POS operations and close out procedures
- Managed time, labor, and payroll
- Oversaw and consult daily/monthly/yearly budget, forecast, as well as profit and loss sheets

#### **Social Media Manager**, High Country Healing — *Colorado*

JUNE 2016 - SEPTEMBER 2016

- Managed all social media accounts
- Write original content and original photography
- Define strategies to build and enhance the fan/follower base
- Strengthen engagement within the online and local communities
- Aid in product display and create sales-marketing concepts
- Inform and educate staff on new products and policies
- Educate and advise patients and customers
- Data entry and receiving of product orders

