

# Kemberly Eliscar

## Product/UX Designer

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### Work Experience

#### Deane Financial / Co-Founder & UX Strategy

AUG 2017 - PRESENT, NEW YORK CITY

As Head of UX Strategy, I use consumer insights gathered from research, psychology, and UX best practices, in order to develop a consumer-centric approach to assist Deane Financial in making strategic business decisions while also serving as a change agent within the firm.

#### Freelancer / UX/UI Designer

JUL 2018 - PRESENT, NEW YORK CITY

I collaborated with developer teams & managed a wide variety of cross-media projects involving branding, illustrations & UI Design for startups & academic institutions such as 1st Pic, General Assembly, The Children's Aid Society, and Deane Financial.

#### FarFaria / UX Design Consultant

MAY 2018 - JUL 2018, NEW YORK CITY

UX Design consultant for Intuary's exciting new digital product which is scheduled to launch Fall 2018! Collaborated with other team members and stakeholders on a range of responsibilities which included:

- Facilitating the client's product vision by researching, conceiving, sketching, prototyping and user-testing experiences for the digital platform design.
- Designing and delivering a research report, wireframes, user journeys, and two personas.
- Identifying design problems and devising elegant solutions.
- Implementing strategic design and user-experience decisions related to core, and new, functions and features.
- Applying user-centered design approach and rapidly testing and iterating on the designs.

#### Project Wealth / Founder & CEO

APR 2017 - MAY 2018, NEW YORK CITY

I established and facilitated workshops and designed curriculums for children and young adults that would enhance their understanding of key financial concepts and provide the materials necessary to present a lasting education which they would carry with them throughout their lifetime.

### Education

#### General Assembly / UX Design

MAY 2018 - JUL 2018, NEW YORK CITY

Completed a 10-week immersive program that teaches the fundamental theories, techniques, and tools of user experience design. Initiated & contributed to several experimental projects involving web usability, tangible interactions, natural user interfaces, mobile augmented reality & ubiquitous computing.

#### University At Albany / B.Comm

AUG 2008 - MAY 2012, ALBANY, NY

Improved, developed, and executed my written, spoken, and digital policy communications skills, all of which are critical for professional success.

### Skills

**Design:** Illustration & UI graphics • Strategy & visual presentations • User Flows • Concept sketches • Wireframes & mockups with Sketch & Illustrator • Motion design with Principle & After Effects • Production ready Style guides & Pattern library.

**Prototyping:** Rapid prototyping using Keynote & Invision • Interactive flow with HTML/CSS/JS • Frameworks (Polymer, Backbone, Socket, Angular) & APIs

**Research:** Data analysis (AppAnnie, Analytics) Task analysis & persona hypothesis • A/B Testing & Experiment • Cafe & diary study • Cognitive walk-through

**Collaboration:** Organizing workshops • Facilitating design critique • Self Starter • Detail oriented • Flexible • Communicative