Jade Faelan | UX Designer

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— SUMMARY —

As a neurodiverse UX designer with a background in psychology and lifestyle coaching, I create designs that embrace the diverse ways people engage with technology to serve all users. My mission as a designer is to make digital spaces not only accessible, but engaging in ways that empower everyone. My skills in Figma allow me to take the insights from user research and turn them into valuable products that users want to interact with.

— SKILLS —

UX/UI Design | information architecture, design systems, visual design, interaction design, style guides, user flows, site maps, sketching, wireframes, component libraries, clickable (mid-fi or high-fi) prototypes, client & stakeholder presentations
UX Research | competitive analysis, comparative analysis, stakeholder interviews, user interviews, affinity mapping, persona development, journey mapping, survey design, usability testing, A/B testing, contextual inquiry, card sorting, heuristic evaluation, data analysis, qualitative and quantitative research
Design Strategy | human-centered design, accessibility (WCAG), gamification, responsive design, color theory, taxonomy building, brand identity, content strategy, design thinking, problem framing, concept ideation, MVP development, cross-functional collaboration, agile and scrum methodologies, content management
Tools or Languages | Figma, FigJam, Adobe Color, Google Fonts, Canva, Google Suite, Zoom, Slack, Notion, HTML, CSS
Project Skills | collaborative, open-minded, compassionate, active listening, creative problem solving, empathetic, storytelling

— EXPERIENCE —

User Experience Design Apprentice | General Assembly | Remote   September - December 2024
Completed a UX development program, delivering 4 projects across the full UX research & design lifecycle. Focused on building user-centric digital products (apps and websites).

    Projects:
UX/UI Designer | My AfterLife | [Portfolio](#) | November - December 2024
Technology: Figma, Canva, Google Suite, Zoom
- Focused on redesigning their platform to improve user engagement and functionality. Collaborated with the owner, lead developer, the creative director and 2 other designers to ensure a user-centric design approach.
- Conducted user research, including 3 user interviews and usability testing, gathering actionable insights to inform the user journey.
- Designed an interactive prototype in Figma to increase user engagement by enhancing navigation and visual appeal in a 3-week agile design sprint.

UX/UI Designer | Seedling by Rare Seeds | [Portfolio](#) | October - November 2024
Technology: Figma, Google Suite, Zoom
- Focused on creating a new app to grow the client's customer base into a new demographic. Collaborated with the creative director and 3 other designers to ensure a user-centric design approach.
- Conducted competitive and comparative analysis, identifying 3 main companies and apps that would make the most impact, gathering actionable insights to inform the user journey and design.
- Collaborated on a user flow to clarify the elements of the app that would best support the user and client goals, which informed the sketches and ultimate design of an interactive prototype in a 3-week design sprint.

UX/UI Designer | Sunriver Books | [Portfolio](#) | October 2024
Technology: Figma, Google Suite, Zoom
- Focused on redesigning their website to improve user engagement and information architecture. Collaborated with my creative director to ensure a user-centric design approach.
- Conducted user research, competitive and comparative analysis, and usability testing to gather actionable insights to inform the changes that I made. This uncovered more than one user persona to consider.
- Designed a new site map, considered the user flows, and rearranged the information architecture within the website to enhance the efficiency and simplicity of the user experience in a 2-week design sprint.

UX/UI Designer | Questly | Portfolio | September 2024
Technology: Figma, Google Suite, Zoom
Focused on creating a new app concept to solve a user problem regarding productivity within a specific demographic. Collaborated with the creative director to ensure a user-centric design approach.

- Conducted user research and usability testing to gather actionable insights to inform the user journey and design concept.
- Designed wireframes and an interactive prototype in Figma to increase user motivation with gamification in a 2-week design sprint.

Health Coach | Real Appeal | Remote   February 2021 - June 2024

- Cultivated unconditional positive regard and behavior change through a coaching relationship with a caseload of a thousand clients at any given time resulting in health improvement for those I worked with.
- Build SMART goals together through motivational interviewing during group and individual meetings to improve our members' health resulting in measurable change over time.
- Personalized support for individual needs and accountability during weekly check ins resulting in troubleshooting and finding solutions to continue their progress.
- Problem-solving through knowledge of program content and best practices that led to new skills for the client to use.
- Documentation of member progress and goals to maintain focus and achievement, ensuring we edited or met previous vision set by the client.

— EDUCATION —

User Experience Design Immersive | General Assembly | Remote   2024
Full-time immersive program in UX/UI design consisting of 480+ hours of project work, professional training, and mentorship. Executed end-to-end UX/UI design processes for 4 projects from the user research phase through UI design, prototyping, usability testing, iteration, and stakeholder presentation; worked fully remote with teams using Agile methodologies and iterative development.

Instructional Design Essentials | LinkedIn Learning | Remote   2022

Bachelor of Arts in Psychology | Arizona State University | Lake Havasu City, AZ   2014