

JOSIE BITENG

UX/UI DESIGNER



CONTACT

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UX METHODS

Affinity Mapping
Card Sorting
C/C Analysis
Heuristic Analysis
Information Architecture
Journey Mapping
Personas
Prototyping
Site Mapping
Sketching
Usability Testing
User Research
User Flows
User Interface Design
Visual Design
Wireframing

UX TOOLS

Adobe Creative Suite
Axure RP
HTML
Illustrator
InDesign
InVision
Keynote
Omnigraffle
Marvel
Pen & Paper
Pop App
Sketch
Slack
Trello

EXPERIENCE

Williams-Sonoma, Inc., UX Designer

Nov 2016 - Present

- Design the customer user experience on mobile and desktop while maintaining consistency across 6 brands under Williams-Sonoma Inc.
- Collaborate with cross-functional team to continuously iterate upon designs based on user research, A/B testing, technology limitations, and business requirements
- Work on projects that include a critical re-design of product pages across all brands and products, a new augmented reality mobile app, and an interactive planning tool for both desktop and mobile

Stealth-Mode Startup, UX/UI Designer

Aug 2016 - Oct 2016

- Evaluated existing mobile app design to reaffirm and expand on product
- Conducted user research through surveys, interviews, and usability testing
- Created personas, user flows, wireframes, and medium to high fidelity mockups
- Identified, tested, and finalized branding material: typeface, color, composition

MightyHost, UX Consultant

Jul 2016 - Aug 2016

- Conducted market research to define business goals and create a brand identity for the design of a SaaS website for an early stage startup
- Interviewed users, created sketches, wireframes and user flows
- Created and tested prototypes in order to deliver high fidelity design mockups for the consumer-facing side of the interface

Sozo Studio, Web & Graphic Designer

Nov 2015 - Jul 2016

- Designed all digital and print marketing materials including ads, catalogs, templates, and product manuals
- Responsible for launch of fully re-designed website with updated information architecture, content, and branding
- Responsible for launch of the company's first e-mail newsletter, including research, content, and design

Sozo Studio, Designer, Project Management Assistant

Nov 2014 - Oct 2015

- Communicated design solutions through hand sketching, AutoCad drawings, and 3D renderings
- Assisted with correspondence and management of modern kitchen design projects

Victoria Hagan Interiors, Junior Interior Designer

Mar 2013 - Aug 2014

- Assisted project manager with high-end residential and hospitality interior design projects
- Facilitated contact with contractors, sub-contractors, and vendors

EDUCATION

General Assembly, Los Angeles

User Experience Design Immersive

Jun 2016 - Aug 2016

Academy of Art University, San Francisco

Interior Architecture & Design, B.F.A.

Sep 2009 - Dec 2012

University of California, Irvine

Studio Art, Psychology

Sep 2008 - Jun 2009

INTERESTS



Pizza



Sunshine



DIY



Interiors



Ice Cream