

# KARINA ROMAN

## UI/UX DESIGNER

karina.roman812@gmail.com

[www.karinartdesign.com](http://www.karinartdesign.com)

<https://www.linkedin.com/in/karina-roman/>

## EDUCATION

### B.F.A Interaction Design

Queens College | *Present*

### B.A Studio Art, Minor Psychology

Hunter College

### Human-Computer Interaction

Interaction Design Foundation | *Online*

## SKILLS

### Professional

UX/UI Design

User research and user strategy

User testing

Wireframing

Prototyping

Journey mapping

### Software

Figma

Miro

Zeplin

Adobe CC: AI, PS, ID, XD

## LANGUAGES

Spanish | Native

English | Fluent

## EXPERIENCE

### Wunderman Thompson

#### Associate Experience Designer *August 2021- Present*

- Lead the entire UX design process from strategy to implementation, producing and accelerating the creation of detailed client-facing experience deliverables and specifications.
- Co-create workshops, journey maps, prototypes, usability tests, and client pitches to ensure better practices of project insights, design decisions, and next steps.
- Collaborate closely with clients and internal multidisciplinary teams to analyze the experience design foundation and help the team conceptualize what is possible through compelling solutions. Clients include: Volkswagen, Bose, Charles Schwab.

#### CX/UX Intern *June 2021- August 2021*

- Collaborated across projects holistically with the ability to understand customer needs, motivations, behaviors, and business goals.
- Incorporated gathered data into actionable deliverables. Assisted the User Experience design team with discovery workshops to identify end-users, create personas, and uncover user needs and goals. Clients include: Bose, Con Edison.

### BBDO & Partners Creative Fall Program

#### Creative Mentee *October 2020- November 2020*

- Worked closely with Creative Director mentors & intern team to tackle a brief for the Dunkin Donuts account.
- Presented creative concepts to project managers and strategists.