

Noemi Selisker

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Customer Service for All

Multifaceted service career with a proven track record of innovation and success

Dedicated professional with experience in user-experience (UX) design, marketing, quality assurance, project management, and client relations complemented by a track record of facilitating strong interpersonal relationships between businesses and their clients. Capable designer who aims to establish on-going success by employing a broad range of methods and techniques to ensure quality and due diligence are always paramount. Proven ability to utilize industry-standard tools and processes to maximize operational efficiency and maintain continual effectiveness in a fast-paced environment.

Core Competencies:

- Enthusiasm
- Competitive Heuristic Decks
- Wireframing & Annotating
- Guerrilla Testing
- QA & AB Testing
- Design Sprints
- Project Documentation
- Affinity & Empathy Mapping
- Formal Usability Testing
- Bilingual (English/Spanish)
- Full-Cycle Project Management

Professional Experience

Self-Employed, La Mirada, California

UX Designer - Remote, 01/2009 – Present

Technical Scope: Sketch, Axure RP, OmniGraffle, Google Docs, Google Analytics, InVision, Miro, Marvel App, Adobe XD

Develop and implement the overall functionality for products and front end experiences for numerous digital agencies, startups, and corporations. Conduct immersive research to facilitate each client's vision by researching, ideating, wireframing, sketching, and prototyping user experiences for digital accessibility. Optimize user experience for targeted audiences through comprehensive research and testing aimed at identifying needs for improvement, and provides each client with actionable solutions to meet those needs amid stringent deadlines and exacting specifications.

Key Projects:

- **Wana Family Network:** Collaborated with researchers to identify the target audience and develop a new interviewing strategy. Created personas and customer journeys based on the findings, and utilized the information to create a targeted and engaging babysitting swapping cooperative phone app.
- **Springboard UX Mentor:** Provide mentoring services on a weekly basis for students participating in the UX career track course, providing key input and direction on the overall development of core fundamentals from project inception to project completion.
- **Critical Mass:** Collaborated with a multi-national Telco client, UX research, product owners, and stakeholders to complete Agile sprints aimed at developing unique experiences within the consumer, small business, and business to business (B2B) sectors of the company. Responsibilities include problem definition, prioritizing tasks, analyzing consumer research, designing and testing prototypes as well as helping to mitigate issues throughout the process.
- **Phenomenon:** Designed and implemented a comprehensive user-experience solution for a celebrity lifestyle e-commerce experience. Documented site drivers, and designed landing pages that accommodated users throughout the purchase funnel. Conducted on-going benchmark reviews, documented opportunity areas, and thoroughly wireframed and tested various designs.

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Additional Experience

Project Analyst, Marker Studio, Auckland, New Zealand

Guest Lecturer, Media Design School, Auckland, New Zealand

Web Analyst, McGovern Online, Auckland, New Zealand

Web Producer, Team One, Los Angeles, California

Clients

- **Ignited** (Los Angeles, California)
- **Saatchi & Saatchi** (Auckland, New Zealand)
- **Yahoo!Xtra** (Auckland, New Zealand)
- **Critical Mass** (Calgary, Canada)
- **Blitz Agency** (Los Angeles, California)
- **Indiego** (Auckland, New Zealand)
- **Wana Family Network** (Los Angeles, California)
- **Phenomenon** (Los Angeles, California)

Technical Proficiencies

Platforms: Windows 7/8/8.1/10, MacOS X, Android, iOS

Tools: Microsoft Office Suite (Word, Excel, PowerPoint, Outlook, Visio), WordPress, Mailchimp, Basecamp, Axure RP, Magento, OmniGraffle, Salesforce, Zendesk, iWork Suite, Assembla, Sketch, Google Analytics, Google Docs, Kentico, InVision, Jira, Marvel App

Education and Credentials

Product & Jewelry Design (2012)

Hungry Creek Art & Craft, Auckland, New Zealand

Bachelor of Science in Human – Computer Interaction

DePaul University, Chicago, Illinois

Affiliations

Secretary, FEM Investment, 2020 - Present

Vice President, FEM Investment, Years/s

Awards & Distinctions

Top Student Award, Hungry Creek Art & Craft

Nationwide Best in Show Award, Hungry Creek Art & Craft

Professional Development

Attendee, IA Conference, 2017 - 2018

Attendee, UX Summit, 2016