**Noemi Selisker**

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**UX Designer with Research Experience**

*Multifaceted design career with a proven track record of innovation and success*

Dedicated professional with experience in user-experience (UX) design, research, quality assurance, project management, and client relations complemented by a track record of facilitating strong interpersonal relationships between businesses and their users. Capable designer/researcher 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:**

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| * + Secondary Research   + Iterative Wireframing & Prototyping   + Competitive Heuristic Analysis   + Wireframing & Annotating   + Guerrilla Testing   + QA & AB Testing   + Survey Design & User Interviews | * + Design Sprints   + Project Documentation   + Affinity & Empathy Mapping   + Formal Usability Testing   + Bilingual (English/Spanish)   + Full-Cycle Project Management   + Public Speaking & Presentation |

**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. Optimize UX 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 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.

**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**

|  |  |
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| **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, 2019

**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