



# Adèle Samantha Bonnet

UX/UI Designer • UX Researcher • New York, NY



## Summary

Highly organized and detail-oriented UX designer and researcher with tech marketing sales experience seeking a full-time role. Served as a UX designer for four start-ups and has since acquired transferrable applicable skills that would prove beneficial in making marketable products that attract and retain users with clean, elegant design.



## Experience

2020 - 2021

### UX/UI Designer

#### Quikix

- Conducted competitive and comparative research in order to formulate an effective design strategy for an up and coming start-up.
- Constructed a user flow that focuses on maximum user engagement and retention in preparation for app launch.
- Designed low-fi, mid-fi and hi-fi wireframes with ample consideration given to both user and client feedback.
- Created animated loading screens and alternative company logos for use in various screens throughout the app.

2019 - 2020

### UX Digital Designer & Marketing Associate

#### EastMeetEast

- Designed social media posts, UI design for in-app "gifts" and banners in order to increase user interactivity and involvement.
- Ran regular internal UX testing of the app, identifying technical problems and design pitfalls before communicating with the development team.
- Aided in developing acquisition marketing campaigns - social media ad placements - and content strategy to increase user base and sales conversion rates.
- Wrote marketing copy, designed marketing assets, and social media campaigns.

2019

### UX/UI Designer

#### Kôtier

- Developed a desktop interface for a start-up video streaming website upon client request within the span of 3 months.
- Conducted extensive user interviews and testing and made informed design decisions based on competitive and comparative product analysis throughout the life-span of the project.
- Designed sketches, low-fi, mid-fi and hi-fi wireframes on Figma alongside 2 fellow designers.

2019

### UX Consultant

#### Sable

- Developed a lean mobile user interface upon client request within a 2 week sprint, successfully balancing user-focused research and client needs throughout the project life-span.
- Acted as scrum master for a design team of 4, developing an evenly paced and fair schedule for execution of project deliverables.
- Submitted project deliverables by deadline dates and exceeding expectations, including but not limited to an extensive research report, design mockups, wireframes, interactive prototyping and specification documentation.
- Conceptualized product features based on user-based data and competitive heuristic analysis.



## Personal Info

### Website

[www.samanthabonnetux.design](http://www.samanthabonnetux.design)

### Phone

646-5468-664

### E-mail

[adelesbonnet@gmail.com](mailto:adelesbonnet@gmail.com)

### LinkedIn

[www.linkedin.com/in/samanthabonnet/](http://www.linkedin.com/in/samanthabonnet/)



## Skills

User Experience Design

Heuristic Analysis

Persona Development

Wireframing

Interactive Prototyping

Site Mapping

Journey Mapping

Usability Testing

Card Sorting

Specification Documentation

Sketch

inVision

Principle

Figma

Zeplin

Adobe Creative Studio

HTML & CSS

JavaScript

Version Control (Git & GitHub)

Google Analytics



## Education

May 2019

**General Assembly** User Experience Design Immersive

Jan 2018

**Udacity, School of Programming** Grow with Google Front End Development Scholarship Recipient

Nov 2017

**General Assembly** Visual Design Certification

Aug 2016

**City University of New York, Hunter College** Bachelor of Arts (B.A.), Communication and Media Studies