

MINA REBECCA

UX DESIGNER

UX DESIGNER | INFORMATION ARCHITECT | PROBLEM SOLVER

CONTACT

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MY STORY

I am a User Experience (UX) designer with a background in online marketing & branding. By leveraging user-centered design principles, I make a user's interaction optimal. After recently completing a full time immersive in UX Design at General Assembly, I am proficient in research, sketching, testing, wireframing, prototyping, and delivery. By applying my marketing background, my education, and my soft & hard skills, I aim to be a future innovator in the world of UX.

WHAT I DO



RESEARCH



USER TESTING



WIREFRAMING



FINAL PROTOTYPE

HARD SKILLS

SKETCH
BALSAMIQ
INVISION
OMNIGRAFFLE
KEYNOTE
AXURE
RESEARCH
USER TESTING
SKETCHING
USER FLOWS
SITE MAPS
WIREFRAMES
PROTOTYPES
INFO ARCHITECTURE
MARKETING
BRANDING
COPYWRITING

SOFT SKILLS

PEOPLE PERSON
TEAM PLAYER
COMMUNICATOR
PROBLEM SOLVER
STORY TELLER
RISK TAKER

WORK EXPERIENCE

NOW

● **UX/UI DESIGNER AT MOBLABS (Venice, CA)**

Designs mobile apps through research, user testing, prototypes & wireframes

2014

● **ONLINE MARKETING DIRECTOR AT MANAGEMENT RENTAL GROUP & LA MOM MAGAZINE (Los Angeles, CA)**

Started the marketing department & increased user base by over 400%

2013

● **COMMUNITY MANAGER AT AMPLIFYBUZZ (Beverly Hills, CA)**

Led social media accounts of fortune 50 companies like Walgreens, Duane Reade, Bartenura, Nicki Minaj's Myx Fusions

EDUCATION

2015

● **CERTIFICATE IN USER EXPERIENCE (UX) DESIGN**

General Assembly, Santa Monica

2013

● **BACHELORS DEGREE IN PERSUASIVE COMMUNICATIONS**

Raphael Recanati International School, Herzliya, Israel