

# TATIONNA VELEZ

PRODUCT DESIGNER | UX/UI DESIGNER

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Product Designer focused on creating intuitive, research-driven digital experiences that simplify workflows and improve usability across web and platform products. Experienced in end-to-end UX design from discovery through prototyping and developer collaboration.

## UI/UX WORK EXPERIENCE

### UI UX Designer, Bizinc, Remote, Dec 2024 - Present

- Led end to end UX/UI design for a business discovery platform, translating product requirements into scalable user flows and high fidelity prototypes.
- Conducted usability testing and iterative design improvements to reduce navigation friction and improve feature clarity.
- Collaborated with developers and stakeholders to deliver consistent, implementation ready design solutions.

### UI UX Design Intern, Strong Average Apparel, Remote, Jan 2024 - Oct 2024

- Designed responsive website interfaces aligned with brand objectives while improving navigation clarity and customer interaction flows.
- Created wireframes and high-fidelity prototypes supporting feature enhancements and improved end to end user journey experiences.
- Collaborated cross functionally with developers and marketing teams to translate design concepts into production ready implementations.

### UI UX Design Intern, SkylIT, Remote, May 2023 - Aug 2023

- Designed user flows, wireframes, and interactive prototypes using Figma to support client facing digital product experiences.
- Supported discovery research activities including stakeholder interviews, journey mapping, and early stage product exploration.
- Presented design concepts and rationale during collaborative critiques, contributing to informed product and UX decisions.

### Freelance Designer, Self Employed, Rialto, Aug 2022 - May 2023

- Designed branding and UX solutions for client digital products, guiding projects from discovery research through wireframes and interactive prototypes.
- Conducted user research and usability evaluations to inform interface decisions and improve overall usability across client platforms.
- Developed scalable visual systems and design guidelines ensuring consistency across product interfaces and user experiences.

## GRAPHIC DESIGN WORK EXPERIENCE

### Graphic Designer, CSU San Bernardino, San Bernardino, Nov 2022 - May 2024

- Designed digital and print communication materials improving accessibility and engagement across university student facing initiatives.
- Collaborated with academic stakeholders to translate complex information into clear and visually structured experiences.
- Maintained visual consistency across institutional materials through adherence to established branding and design standards.

## CORE SKILLS

### Product & UX Design:

Product Design, UX Design, UI Design, Interaction Design, Information Architecture, User Flows, Wireframing, Prototyping, Design Systems, Responsive Design

### Research & Strategy:

User Research, Usability Testing, Competitive Analysis, Journey Mapping, Problem Framing, Iterative Design

### Tools:

Figma, FigJam, Adobe Creative Suite, Wix, Canva, Slack, Discord

### Methods:

Design Thinking, Accessibility Awareness, Cross functional Collaboration

## EDUCATION

- Bachelor of Fine Arts in Design, Concentration in Marketing, California State University San Bernardino, CA,