

Genesis Valentine

UX & PRODUCT DESIGNER

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ABOUT

I am a musician turned designer with a passion for presenting the user's experience through storytelling. UX Design allows me to be a voice to the voiceless by solving problems for underrepresented users.

PROJECTS

RevolutionCyber

2022

Product Designer & Branding Consultant

- Synthesized data from marketing materials, client meeting transcripts, website information and market research
- Utilized user research, competitive analysis, business needs and branding constraints to inform design decisions when sketching and developing wireframes
- Utilized color theory, gestalt principles, typography and design thinking to effectively tell the story of the business to increase conversions

OptiMize

2022

UX Project Lead

- Led a team through a two-week sprint to design a platform that supports student entrepreneurs to achieve their business goals.
- Positioned the team by refocusing on the core user problem, the business needs and utilizing my decisiveness to create a minimum viable product to avoid developing "featuritis".

WORK EXPERIENCE

Genesis Valentine

2022 - Present

Freelance Design Consultant

- Established and nuanced branding by utilizing color theory, typography and goldilocks statements
- Created a feature list and a detailed analysis of competitors
- Utilized sketching and wireframes to develop a road map for the website
- Researched competitors to decide the right fit for host websites
- Designed a low and mid-fidelity prototype to solve business and user needs

Resilient Markets

2021

Social Media Manager & Graphic Designer

- Designed infographics, cover photos and engagement posts via InDesign, Canva, Illustrator and Photoshop to increase SOV, brand awareness, education and event promotion
- Created and presented a marketing plan and content calendar to AutoGrid

TOOLS

- Figma
- Balsalmiq
- Indesign
- Photoshop
- Illustrator
- Final Cut Pro
- Canva
- Mockup
- Optimal Workshop
- Miro

SKILLS

- Usability Testing
- User Interviews
- Wireframing
- Storyboarding
- Prototyping
- Branding
- Usability testing
- Data Synthesis
- Visual Design
- Agile Methodology

EDUCATION

City College of SF

2021 - 2024

Graphic Design AA Degree

General Assembly

2021 - 2022

User Experience Immersive
Bootcamp Certificate

AWARDS

Year Up

2014

Business Communication