

OLIVIA DUCA

USER EXPERIENCE DESIGNER

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where
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WHO I AM

I am a UX Designer that enjoys studying human instinct and it's relationship to design and technology. I utilize intuition and empathy in order to breathe life into everyday experiences.

SKILLS

User Research & Testing
Visual Design
Information Architecture
User & Task Flows
Wireframing & Prototyping
Branding & Identity
Web Design
E-Commerce

TOOLS

Figma
Sketch
Adobe Creative Suite
OptimalSort
Google Analytics

EDUCATION

User Experience 2020-present
Bloc - Designer Track

Google Analytics 2020
Beginner Certification

Bachelor of Arts 2015 - 2019
Florida State University
Graphics and Photography
Minor - Communications

EXPERIENCE

Designer | Freelance

Remote | October 2020 - Present

- Analyze the clients current competitive market to create branding strategies for social media.
- Develop UX recommendations for clients E-commerce sites and navigation between mobile and web.
- Design web content to engage the customer and increase web presence.

UX/Marketing Intern | DNA For Instagram

Remote | September 2020 - December 2020

- User test new iterations of the application using Test Flight to identify bugs or flaws.
- Assist with developing UX/UI for new app features.
- Collaborate with the head designer and social media manager to create visuals for the app and social media.
- Increased Instagram engagement for the DNA Instagram account by 5% in a three-month time frame.

Graphic Designer | Bugatchi Uomo

Boca Raton, FL | September 2019 - March 2020

- Assisted with information architecture and managed an extensive product line sheet for the CEO.
- Produced branding and research presentation visuals for the CEO and other executives.
- Designed UI for web and social media to engage customers and enhance the e-commerce site.

Creative Art Intern | Zimmerman Advertising

Fort Lauderdale, FL | May 2017 - August 2017

- Completed a brand redesign and ad campaign for Office Depot with my team.
- Conducted user research on millennial consumers and presented key insights.
- Designed all brand/campaign visuals such as logos, web pages, product design, and presentations.