

Amarylis Riehn

Nashville, TN | amaryliscreates@gmail.com | (615) 674-8309

Portfolio: www.amaryliscreates.com | LinkedIn: www.linkedin.com/in/amaryliscreates

SUMMARY

UX/UI Designer with a curious, detailed, and human-centric approach to strategic problem-solving. A background with over five years in Graphic Design before transitioning to UX/UI Design work. Experienced in effective team culture, communication, and multi-faceted roles.

SKILLS & TOOLS

Key Skills (UX) User Experience Design, (UI) User Interface Design, Graphic / Visual Design, Frontend Development (HTML, CSS, JavaScript), AI User Design, Research, Wireframing, Prototyping, Testing

- Collaborating and effectively communicating with stakeholders, clients, and cross-functional teams.
- Motivating and encouraging approach to giving and receiving feedback.
- A kind human with a generous attitude.

Tools Figma, AI (ChatGTP 4), Adobe Photoshop, Illustrator, InDesign, Visual Studio Code, GitHub, Shopify

PROJECTS

Foodguides.com *UX, UI, Frontend Dev* | *Mark Cuban Companies* | *Health* | *10/23 - 06/24*

- Brought a User Experience and mobile-first approach to the next iteration of an MVP health & nutrition website.
- Through UX Research, established baseline metrics and discovered user problems and opportunities, including discoverability of content and a need for guidance in their health journey.
- Developed a user-centric product and brand strategy for current (and future) iterations while honoring business needs. Includes new features, AI user design, brand identity, and improved usability.

AllWell *Research, UX, UI* | *CareerFoundry* | *Healthcare* | *09/22 - 04/23*

- Created a responsive web application for family caregivers by engaging in user research to investigate and define the problem in order to design for core needs before testing a prototype and iterating on a solution.
- Included features that cut down on time spent in the caregiver's role by identifying a core need for collaboration and data sharing specific to caring for multiple people and partnering in care.

UX/UI Portfolio *Frontend Development, UX, UI* | *CareerFoundry* | *05/23 - 07/23*

- Enhanced my ability to collaborate and communicate effectively with development teams by expanding my understanding of the Frontend Development aspect of product design.
- Coded (HTML, CSS, and JavaScript), user-tested, W3C validated, cross-browser checked, and launched a responsive website for a UX professional. Implemented a mobile-first design strategy that was expanded for tablet and desktop users using Media Queries in the CSS and a 12-column grid.

Amarylis Riehn

Nashville, TN | amaryliscreates@gmail.com | (615) 674-8309

Portfolio: www.amaryliscreates.com | LinkedIn: www.linkedin.com/in/amaryliscreates

WORK EXPERIENCE

UX/UI Designer, Frontend Dev *Foodguides (Mark Cuban Companies)* | *Contract* | *10/23 - 06/24*

- Improved usability, evolved the service, and helped more people, by bringing a user experience and mobile-first approach to the next iteration of the health and wellness website.
- Developed strategy and user design of an AI feature while integrating new AI tools into the project's workflow.
- Managed end-to-end ownership of the design while working with a cross-functional team.

Graphic Designer & Admin *Jeff Roberts Agency | Hendersonville, TN* | *Talent Booking* | *09/19 - 09/21*

- Multi-faceted role with shifting priorities in a fast-paced environment.
- Optimized company workflow by managing, troubleshooting, and evolving custom software and web products.
- Increased company revenue by researching and analyzing data for targeted sales efforts and digital marketing.

Graphic Designer *Freelance Design Services* | *Business, Individual, and Non-Profit* | *01/10 - 09/19*

- Interpreted core human needs and designed effective solutions by listening and empathizing with clients.
- Branded marketing materials, organizational design, interior/exterior design, and illustrated mockups/comps.

Director *Guelph COC* | *Guelph, ON, Canada* | *Non-Profit* | *01/15 - 1/19*

- As part of the leadership team, launched a non-profit organization to work alongside and serve community needs in the world's most multicultural and diverse area.
- Achieved by conducting extensive research, defining mission and vision, and designing professional marketing materials crucial to fundraising 500K+ projects.

Graphic Designer *IndoorDIRECT* | *Dallas, TX* | *Digital Media* | *01/09 - 07/11*

- As a part of the creative team, developed and maintained brand identities and digital and print materials.
 - Contributed to shareholder value in the acquisition of new restaurant partnerships by designing solutions that effectively enhanced the visual communication of sales presentations.
-

EDUCATION

UX Design, Certificate | *CareerFoundry* | *Online* | *2023*

Frontend Development for Designers, Certificate | *CareerFoundry* | *Online* | *2023*

Graphic Design, Associates of Fine Arts | *The Art Institute* | *Dallas, TX* | *2008*