

LYDIA JURCYS

UX DESIGNER

CONTACT

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EDUCATION

General Assembly

UX Design Immersive Certificate

South Seattle College

Web Design Professional Certificate

Seattle University

Master of Nonprofit Leadership

University of Illinois

Bachelor of Fine Arts in Art Education
Bachelor of Fine Arts in Visual Art

SKILLS

Design

Wireframing, Prototyping, Mockups, User Flows, Site Mapping, Journey Mapping, Information Architecture, Content Inventory, Interaction Design, User Interface Design, Visual Design

Research

User Interviewing, Survey Design, Focus Group Facilitation, Affinity Mapping, Persona Development, Data Analysis, Data Visualization, Competitive/Comparative Analysis, Ethnographic Studies, Heuristic Evaluation, Usability Testing

Tools

Figma, Zeplin, Adobe Photoshop, Adobe Dreamweaver, HTML, CSS, JavaScript, Miro, Trello, Whimsical

EXPERIENCE

UX Designer | Supporti, LLC

March 2022- Present | Freelance | Seattle, WA

Analyzed and synthesized user feedback data, conducted a heuristic analysis of the marketing website and mobile app, and researched high converting landing page best practices to develop a holistic design strategy to improve onboarding and customer expectations. Redesigning the website and select screens of the mobile app to increase engagement and reduce customer support requests through improved information design.

UX Designer | Ea\$e

February 2022 | General Assembly's 3 Day Hackathon | Remote

Collaborated with 2 designers and 4 developers to design and build a mobile first FinTech MVP. Facilitated a cross-functional team brainstorm session to determine basic design parameters essential to the developers' workflow and align on technical constraints. Created mid-fidelity wireframes to present for developer reference and usability testing, resulting in final iteration of 2 high fidelity prototypes in Figma for developer handoff.

UX Designer & Researcher | ReSee Movies

November- December 2021 | Freelance | Seattle, WA

Partnered with a start-up from research phase through developer handoff to improve information and interaction design of the client's MVP. Conducted a heuristic evaluation, 3 rounds of usability testing, and 16 interviews, starting with the beta site to creating final design iterations in Figma of 2 interactive prototypes with 25 high fidelity wireframes that reduced task completion time and increased experience satisfaction rate.

Director of Youth Development Outcomes, Impact & Research

Director of Quality Improvement, Education | YMCA of Greater Seattle

August 2014- June 2020 | Seattle, WA

Designed and implemented a generative and evaluative research plan to engage stakeholders in defining the agency's impact on 85,000 youth. Conducted focus groups and interviews with over 200 youth, 120 staff and leadership, and 75 parents. Developed and delivered a user research professional development workshop at a national *Ready By 21* conference.

Evaluation & Program Strategy Specialist | Powerful Schools

February 2011- August 2014 | Seattle, WA

Research & Project Assistant | Arts Corps

November 2011- August 2013 | Seattle, WA

Research Consultant | Seattle Office of Arts & Culture

September 2009- December 2009 | Seattle, WA