

**ETAIH VAN HERWERDEN**

UX/UI Designer

[www.etaih.com](http://www.etaih.com)[linkedin.com/in/etaih](https://linkedin.com/in/etaih)**EDUCATION****General Assembly***User Experience Design**Immersive Program*

(2017-2017)

**Santa Monica College***Associates of Arts Degree*

(2009- 2012)

**SKILLS**

UX Methodologies

UI Design

Information Architecture

Wire Framing

Rapid Prototyping

User Testing

User Research

**TOOLS**

Sketch

InVision

Illustrator

Photoshop

Principle

Google Analytics

WordPress

Pencils, Paper, and Post-it Notes

**SUMMARY**

I'm a user experience designer with a background in strategic mobile, web and responsive design solutions.

**PROJECTS****JDxSafeFlight (Pro Bono)***UX Designer (as part of General Assembly), November 2017*

A mobile and desktop application to help law enforcement monitor, process, and cite illegal drone activities

- My role within my team in this project was to find and interview users, competitive and comparative analysis, low to high fidelity designs, prototyping, and task analysis
- Through user interviews and testing, we were able to better understand the needs and pain points of law enforcement officers
- By sketching and creating low fidelity mockups, I was able to test and ideate on the designs to strategically create the high fidelity designs for a seamless, intuitive user experience

**Museum of Jurassic Technology***UX Designer (as part of General Assembly), September - October 2017*

A museum specializing in the abstract and bizarre technological history of the lower Jurassic era

- I redesigned the museum's website and e-commerce platform to incorporate a global header navigation, clear product detail page, product categorization, and seamless checkout process

**EXPERIENCE****ThinkCulinary***Marketing and Operations Manager, August 2015 - February 2017*

ThinkCulinary is an e-commerce platform for chefs to find new and unique food products

- Responsible for the overall design and managed the development of the digital platform to create a user-centric interface on desktop, tablet, and mobile devices
- Managed all digital marketing efforts, SEO, email campaigns, and analytics