Hi, This is

Monique Crisman

Product Designer (UI/UX) blending design and consumer insights with expertise in Digital Marketing, IT Service Management, Quality Management, and Customer Service. Crafting innovative digital experiences for the past two years, aligning aesthetics with user needs and business goals, with a decade-long tenure in tech.

✉ moniquecrisman@gmail.com
in linkedin.com/in/moniquecrisman
Bē behance.net/moniquecrisman

Education

Certificate in UX/UI Design, 2024
University of California, Los Angeles
In progress 50% completed

Certificate in Digital Marketing, 2020
University of California, Los Angeles

Certificate in Branding Building and Management, 2014
ESPM, Escola Superior de Propaganda e Marketing, Brazil

BA in Communication Studies, 2014
Universidade Estácio de Sá, Brazil

Skills

Design

Product Design, Mobile App Design (iOS, Android), User Interface (UI), User Experience (UX), Interaction Design, Prototyping, Wireframing, Design Systems, Style Guides, HTML/CSS (Basic), User Research, Usability Testing, Journey mapping, Flows & Diagrams, Persona creation

Tools

Figma, Sketch, Adobe XD, Photoshop, Illustrator, Principle

Product Designer | Insomnia Cookies

Freelance, December 2023 to Present, Los Angeles CA

- Created full redesigns of iOS, Android, and Web platforms.
- Managed all design stages from ideation, user flows, wireframes to user experience, interface design, and final product review.
- Collaborated with product managers, lead designers, engineers, and cross-functional stakeholders to understand requirements and propose creative solutions.
- Incorporated qualitative and quantitative feedback into the design process, including heuristic evaluations, competitive research, persona creation, site mapping, user flow, and information architecture.

Product Designer | Mystro

Freelance, Jan 2023 to December 2023, Los Angeles CA

- Created a full redesign of the Mystro mobile app for iOS, Android, and Web.
- Developed detailed storyboards, mockups, and prototypes to communicate interaction and design ideas.
- Generated low to high-fidelity wireframes, and created interactive prototypes, mockups, visual designs, icons, and a Design System.
- Utilized and enhanced a Design System to maintain consistency throughout the product.
- Employed user-centered design methodologies to create top-tier user experiences, from conception to implementation.
- Evaluated the usability of new and existing products and provided constructive suggestions for improvement.

Product Designer | RDG Design Agency

Freelance, Jan 2022 to December 2023, Los Angeles CA

- Implemented user-centered design methods to develop top-tier user experiences from conceptualization to implementation.
- Produced wireframes, flow diagrams, mockups, and prototypes iteratively until achieving final high-fidelity designs.
- Adapted designs for responsiveness across web, mobile, and tablet platforms.
- Collaborated with cross-functional teams, including designers, content strategists, and engineers, to uphold standards of quality, usability, and simplicity.
- Assessed the usability of both new and existing products, offering constructive feedback for enhancement.
- Contributed to various website projects, including Visit Florida, Kansas Tourism, Kansas Department of Commerce, Select Greater Philadelphia, CLECO, Greater Peoria

Digital Marketing Specialist | MV Risk Modeling Solution

Tech Industry, Sep 2020 to Jan 2022, Los Angeles CA (Remote)

- Created, managed, and analyzed digital marketing campaigns across search (organic and paid) and social media channels to generate sales and leads, and to improve brand awareness.
- Managed MV's social media accounts and website.
- Created copywriting for ads, materials, mailing, and website.

Digital Marketing Certificate | UCLA

Education, Sep 2019 to Sep 2020, Los Angeles CA (Full-time on campus)

- Created a comprehensive marketing plan for Hulu, including market research, SWOT analysis, user behavior insights, and strategy formulation.
- Enhanced conversion rates for the Google Merchandise Store through Paid Search optimization, SEO improvements, and UX/UI A/B testing.
- Optimized Google Ads for a local store's SEM campaign to maximize traffic and ROI through bid strategies, ad copywriting, and landing page optimization.

English Certificate | Mentor English School

Education, Sep 2016 to Sep 2019, Los Angeles CA (Full-time on campus)

- Achieved fluency in English within three years, securing admission to UCLA and enabling a career transition in the US.

IT Operations Manager | Petrobras

Tech Industry, 2014 to 2016, Brazil

- Facilitated IT operations communication with internal stakeholders.
- Served on audit committees for both external and internal audits. Directed cross-functional projects involving Data Science, Project, Process, and Quality teams.

Senior Software QA | ANCINE

Tech Industry, 2013 to 2014, Brazil

- Implemented Agile Scrum framework to oversee process and quality control in software development projects, resulting in a 300% increase in software delivery.
- Conducted regular audits with project stakeholders, identified KPIs, and provided statistical reporting to keep management informed of product performance and team results.