

Persephone Shah

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Portfolio Website: <https://www.persephone-shah.com/>

LinkedIn: <https://www.linkedin.com/in/persephone-shah/>

Certificate in UX/UI Design Bootcamp from University of Texas at San Antonio. Cum laude BBM graduate with a 3.5 GPA. Strengths in creativity, time management and communication with clients and teams. Redesigning applications and websites using creative UX design processes. Experienced in leading multiple teams.

Education

Bachelor of Business Administration
University of Texas, San Antonio

May 2022

Certificate in UX/UI Design
University of Texas, San Antonio

August 2022

Technical Skills

Technical: HTML, CSS, GitHub, JavaScript, Bootstrap

UX/UI Design Tools: UI Grids and Composition, Color Theory, Heuristic Evaluation, Typography, Interaction Design and Iconography, Storyboarding, Flow Diagrams, User Need Identification, Persona Creation, Figma, Miro, Adobe XD, Adobe Photoshop and Illustrator, and Invision, Microsoft Office – Word, Excel, PowerPoint, Outlook, and Access

Key Academic Projects

Gruene House Med Spa
Business Management
New Braunfels, TX

August 2019 - Present

- Arranged and secured patient profiles into files - in compliance with HIPAA
- Performed managerial and administrative work such as leading 15+ team members, and addressing client concerns, and business development

- Managed patient scheduling through computer system
- Allocated patient's financial statements into computer to be collected and evaluated, in addition to collecting cash and checks physically
- Assisted with Aestheticians and Nurses to promote services and goods in-store or via social media
- Recorded biometrics of clients with a doctor and nurse present

TEXAS REPTILE & SMALL ANIMAL RESCUE (TRSAR)

May 26th - June 9th '22

MOBILE/DESKTOP PROTOTYPE

Redesign of TRSAR website and creating a more informed adoption for exotic animal enthusiasts.

- Skills | Technologies Used: Stakeholder Interviews, User Research (Interviews + Surveys) & Analysis, Persona Creation, Competitor Analysis, User Journey, Usability Testing, User Experience Design (UI/UX), Style Guide, Interaction Design, Prototyping, In-Person User Testing, Figma, Miro, InVision, Procreate

NATIONAL PARK SERVICE

April 26th-May 24th

MOBILE/DESKTOP PROTOTYPE

Redesigned a government website based on National Park Service, and fixed the primary navigation, organization and overall aesthetic of the website to make it cleaner and easier to navigate.

- Skills | Technologies Used: User Experience Design (UI/UX), Information Architecture, Card Sorting, Redlining and Annotations, Card Sorting, Site Mapping, Style Guide and Tile, Interaction Design, Prototyping, Usability Testing, Figma, Miro

HOPPED UP

March 26th-April 12th

MOBILE PROTOTYPE

Created an application focusing on creating the best experience for beer enthusiasts and explorers in the form of a mobile application.

- Skills | Technologies Used: User Research (Interviews + Surveys) and Analysis, Mobile User Experience Design (UX/UI), Interaction Design, Wireframing, Prototyping, In-Person User Testing, Adobe XD, Figma, Miro

ACTIVITIES AND HONORS

- Dean's List Fall of '20 - Spring '22
- Hospital Volunteer at Guadalupe Regional Medical Center July '14-August '14
- Blood Drive Volunteer February '18