

RIANNA GURVITZ

UX LEAD

I am a confident UX professional with a background in UI/UX design and digital marketing. As a well-rounded team-player and problem-solver, I strive to create engaging, user-centric products to solve the demanding challenges of users.

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EDUCATION

2016 -2018

MBA - MARKETING

University of West Alabama

2012 - 2016

BA IN MARKETING

University of West Alabama

CERTIFICATIONS

May 2023

JOURNEY MAPPING CX DESIGN

Association of National Advertisers

May 2023

STRATEGIC CUSTOMER-CENTRIC MARKETING

Association of National Advertisers

December 2022

UX CERTIFICATION

Google

July 2022

UX CERTIFICATE

Nielsen Norman Group

March 2022

FIGMA TRAINING COURSE

SaaS Design

WORK EXPERIENCE

UX LEAD

2021 -Present

Motion

- Lead a team of UX designers, writers, and researchers to create user-centric and visually engaging digital experiences.
- Managed a team to build 3+ websites. Tasks included stakeholder meetings, user research, design phase planning, back-end iterations, and continuous management of all websites.
- Use responsive web design techniques and frameworks to create wireframes, mockups and prototypes to solve problems by improving the user experience.
- Create user journeys and flows to boost engagement.
- Build components to update the Design System.
- Collaborate on best user experience practices and iteratively refine designs based on feedback from stakeholders and users.
- Participate in stakeholder interviews and conduct user research.
- Collaborate on decision-making for new CMS platform.

MARKETING COORDINATOR

2018 - 2021

Porter Freight Funding & Porter Capital

- Collaborated on a company re-brand by creating a new website and design system.
- Was responsible for managing the website and improving features.
- Created successful email and web campaigns to generate leads and deals, increasing deals by over 150%.
- Consistently designed new web pages to improve the user experience.
- Created graphics, flyers and eBooks.
- Wrote weekly blogs enhancing SEO and web presence.
- Developed a new social media strategy.

MY SKILLS

Figma



Website Creation



User-Centric Design



Responsive Web Design



Design Thinking



Journey Mapping



UX Research



Management



Adobe Photoshop



Adobe Illustrator



Graphic Design



Attention to Detail

