Isabel Herczeg 🦋

User Experience Designer

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WORK EXPERIENCE

UI/UX Designer *Zyyo By Campisano Capital*

Aug 2021 – Current

- Currently I lead a team in designing Zyyo's membership portal, with new features including a marketplace for block-chain based real estate investment opportunities and a portfolio management tool.
- I designed, developed & launched three websites for Zyyo Private Equity, Campisano Capital Developments, and SoHo Venture Capital, along with branding packages for each.
- Established a product management system for the development team by delegating tasks in Asana, leading bi-weekly product strategy brainstorming sessions, and facilitating design reviews with stakeholders.

UI/UX Intern *Cariclub*

May 2020 – July 2020

- Led design of NPO profile pages and application tracking that resulted in 30 board member placements in three months and an increase in donations by 15%.
- Executed design within the context of development sprints focused on making open, remote-friendly non-profit board positions visible to users on the discover and non-profit profile pages.
- Translated consumer research insights into design decisions which I presented to the product manager, product strategist, and CEO weekly in a re-iterative process to develop impactful products from the concept phase all the way to release.

Design Strategy Intern *OTJ Architects*

June 2019 – August 2019

- Consulted with Fortune500 companies to identify workplace culture and productivity goals in affinity diagraming research sessions.
- Delivered corporate interior redesigns and change management strategies to create workplaces that drove productivity, connectivity, and collaboration.

UX Researcher (VR) *Design & Augmented Intelligence Lab*

February 2019 – May 2019

- Led team of research assistants in a study examining the effects of environmental infrastructure on stress and anxiety to inform urban designs geared towards increasing minority & female safety.
- Measured and interpreted the responses of participants, using an electroencephalogram, as they interacted with various architectural designs using virtual reality technology.

EDUCATION

Cornell University

B.Sci - Design & Enviro. Analysis

- Studied how people interact with products, interfaces, and spaces
- Capstone project in designing for racial equity, impact, & inclusion
- M.GPA: 3.8 (Dean's List)
- Varsity Gymnastics 2x Record Holder & All American
- Finalist in entrepreneurship hackathon, pitching a social media app to Etsy CEO

University of New South Whales

Interaction Design

- Studied Human-Computer Interaction and user centered design in Sydney, Australia
- Challenged myself to learn how to surf, backpack, and coach gymnastics to six-year-olds

SKILLS

Design

- User Research, Interviewing, Contextual Inquiry, Personas
- Sketching, Wireframing, Storyboarding, User Flows
- Graphic & UI Design, Style Guides
- Prototyping & Iterative Design
- Usability Testing, Heuristic Analysis, Surveying

Tools

- Figma, Sketch
- Adobe CS, Artboard Studio
- InVision, Miro, Asana, Jira
- Empathy, communication, humor