Isabel Herczeg) (Designer

WORK EXPERIENCE

UI/UX Intern Cariclub

May 2020 - July 2020

- Led design of 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.
- Simultaneously worked on the application tracking system to shorten the timeline between an initial match and a board placement.

UX Researcher (VR) Design & Augmented Intelligence Lab

February 2019 - May 2019

- Spearheaded research project studying the effects of environmental infrastructure on human stress and anxiety levels.
- Led team of research assistants to analyze data collected to inform urban designs geared towards increasing female safety.
- Measured the responses of participants, using an electroencephalogram, as they interacted with various architectural designs using virtual reality technology.

Design Intern OTJ Architects

June 2019 - August 2019

- Worked with Fortune500 companies to identify workplace culture and productivity goals.
- Delivered corporate interior redesigns to create an office flow that encouraged connectivity and collaborative opportunities.
- Responsible for design and implementation of RIAA's companywide graphics, lead in planning the use and layout of McKinsey's DC office space, and key contributor on several other projects.

UX Writing Intern *Green Business Bureau*

June 2018 - August 2018

- Conducted a user experience audit of the Green Business Bureau website to improve navigation for customers looking to obtain online sustainability assessments.
- Wrote articles for the Green Business Bureau blog on the long-term financial benefits of investing in green business practices, and the importance of smart consumerism.

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EDUCATION

Cornell University

B.Sci - Design & Enviro. Analysis August 2017 - May 2021

- Studying how people interact with products, interfaces, and spaces
- 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 (Fall'20)

University of New South Whales

Interaction Design

August 2019 - December 2019

- Studied interaction and architectural design in Sydney
- 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
- Usability Testing, Heuristic Analysis, Surveying

Tools

- Photoshop, InDesign, Illustrator
- Sketch, Figma, InVision, Miro
- Detail Oriented, Self-starter
- Public speaking, Communication