Naraly Serrano

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UX Developer

SKILLS & INTERESTS

Technical: Agile Environment, CSS, GitHub, HTML, JavaScript, Node.js, React.js, SEO, WordPress

User Experience: Competitor Analysis, Exploratory Research, Flow Diagrams, Information Architecture, Usability Testing, User Persona/Journeys, Wireframes/Mockups

Creative: Adobe InDesign, Adobe Lightroom, Adobe Photoshop, Canva, Figma, Photography, Social Media Content Creation

Organizations : South Florida Women in Tech, Women in Tech and Entrepreneurship

WORK EXPERIENCE

Freelance   08/2021 - Present
Web Developer
- Developed and debugged front-end applications, maintaining detailed documentation and taking projects from 0 to 1.
- Collaborated with cross-functional teams to conduct in-depth analysis of website performance, identifying solutions to enhance user experience and streamline operations.
- Created wire frames, mockups, and implemented client-driven design changes to meet business initiatives.
- Continuously improved front-end code and digital assets based on user feedback, industry trends, and evolving project requirements.

UX Writer
- Conducted analyses of existing landing pages, examining the written content to develop strategic approaches for enhancing client engagement through targeted, user-friendly content creation.
- Skilled in utilizing social media management tools for scheduling and publishing content, enhancing customer engagement.
- Proficient in Adobe Creative Cloud, including Photoshop & Illustrator, to create visually appealing and effective content.

Bloom Firm • Remote   11/2021 - 12/2022
UX/UI Designer
- Designed user interface solutions for a variety of sectors including consumer goods corporations, domestic tourism, and federal agencies
- Drove user testing for participants, analyzed data, and proposed recommendations to meet client KPI's
- Conducted competitive analysis reports that steered design decisions
- Designed site architecture to improve user journeys and reduce bounce rate
- Established and implemented design systems for client projects

Georgia Fugees Academy   08/2018 - 08/2021
Computer Science/Math Educator
- Led the high school computer science program, driving curriculum development and implementation
- Delivered comprehensive instruction in Web Design and Introduction to JavaScript, ensuring student engagement and learning outcomes

- Provided targeted support to students, identifying and resolving coding and mathematical errors to enhance their understanding and progress
- Leveraged student test data to inform lesson planning and optimize assignments, fostering personalized learning experiences

EDUCATION

Web Design & Mass Communications M.A.

University Of Florida • GPA: 3.94

Family & Consumer Science B.S.

University Of Florida • GPA: 3.46

Professional Summary

- A strong technical skill set in Agile environments, including proficiency in CSS, HTML, JavaScript, Node.js, React.js, and SEO.
- Adept at collaborating with cross-functional teams to optimize business performance and enhance user experiences.
- Creative content creator with expertise in Adobe Creative Suite, photography, and social media content creation.
- Passionate about staying up-to-date with industry trends and contributing to the success of the business.