IMANI APOSTOL

USER EXPERIENCE DESIGNER

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My master's background in Information Management and UX ensure that I (1) understand interactions between people and technology, (2) can create user-based research designs using design thinking methods to solve real-world business problems and (3) can design and develop new products and experiences that transform complex tasks into intuitive and accessible designs. My devotion for empathy and my cultural background make for a unique perspective on the world's diverse challenges, which fuels my passion to create inclusive and meaningful experiences.

PROFESSIONAL EXPERIENCE

Feedback Inc. | Seattle, WA 06/2020 – Present

Lead User Experience Designer
Currently executing the redesign of the entire front-end app that follows a data-driven approach to improve restaurant profitability and reduce food waste.
- Creating the user flows and visual styles for new features
- Designing sketches, flow diagrams, wireframes and mockups
- Constantly collaborating and communicating with the product manager, business partners, and engineers to help define product requirements

Tutta Bella Neapolitan Pizzeria | Seattle, WA 06/2018 – 06/2020
Server
- Honed my ability to listen to, empathize with and communicate customer needs.
- Sugggested business models that would help reduce food waste and bring in more customers, which were eventually implemented into the company.

EDUCATION

University of Washington | Seattle, WA 06/2020
Master of Science, *Information Management and UX*

- **UX Courses:** Designing Information Experiences | Design Methods | Visualization Design | Enterprise Information Systems Analysis and Design | Policy and Ethics in Information Management | Research and Analysis for Information Management Professionals
- **Project Management Courses:** Management and Strategic Leadership | Consulting Practices

University of Washington | Seattle, WA 06/2019
Bachelor of Arts, *Communication* and Minor in *Informatics*
- **UX Courses:** Intellectual Foundations of Informatics | Technical Foundations, Design Methods | Content Analysis | Public Speaking

ACADEMIC PROJECTS

Waste Fighters, Mobile Application Design | University of Washington
UX Researcher and Designer

- Worked with a cross-functional team to design a mobile app that helps increase environmental awareness by reducing food waste and promoting sustainability.
- Conducted secondary research, developed personas, sketches and wireframes using Sketch, conducted usability testing and helped design the final prototype using Figma.

SKILLS

PROCESS & DELIVERY
- Design Thinking
- User-centered Design
- User Research
- Data Analysis
- Personas
- User Flows
- Wireframing
- Low to High Fidelity Designs
- Interactive Prototypes
- Usability Testing
- Project Management

SOFTWARE
- Figma
- Sketch
- InVision
- Marvel
- Adobe Creative Suite
  - Photoshop
  - Illustrator
  - XD
- HTML/CSS (working knowledge)

PERSONAL
- Strong verbal and written communication skills
- Coachable and highly collaborative personality
- Empathetic, user-centered mindset

ACHIEVEMENTS
- 2x NCAA All-American
- University of Washington Informatics "Best in Show" Award
- 5x University of Washington Dean's List