



# AUDREY CABATAN

Lead UX/UI Designer

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## PROFILE

I believe in design that leverages empathy, creativity, and storytelling to solve real human problems. Exceptional design should leave an impact.

## EDUCATION

### GENERAL ASSEMBLY

User Experience Design  
Immersive and Visual Design

### CSU SACRAMENTO

BA, Child Development

## SKILLS

Problem solving, user research, user flows, user journeys, persona creation, user testing, research, surveys, textual inquiry, competitive analysis, heuristic analysis, wireframing, prototyping, affinity diagramming, storyboards

## TOOLS

Figma, Photoshop, Illustrator, Indesign, InVision, Balsamiq, Sketch, Axure RP, Keynote, Powerpoint, Marvel, HTML/CSS, JavaScript, JQuery

## WORK EXPERIENCE

### JPD Studio, Inc. – New York, NY

— 2022–Present

#### LEAD UX/UI DESIGNER & PROJECT MANAGER

**UX/UI** Lead the strategy for website UX design from concept to launch. Apply UX/UI strategy and design thinking to establish information architecture for client websites, including mapping site navigation and user journeys. Facilitate workshops and co-design activities to iterate with clients and users. Design, code, and reorganize websites to follow new content hierarchies. Strategize for optimal usability and interaction with visual design elements, following best practices for responsive design.

**Branding and Design** Develop a collaborative brand-building process that includes in-depth strategy sessions to define the client's goals and visual identity. Establish a foundation for the future brand consistent with the organization's ethos.

**Project Management** Lead multiple client projects simultaneously, including developing and managing timelines and budgets. Cultivate productive, ongoing client relationships. Develop and oversee project plans to meet scope and quality standards, manage risk, and ensure timely delivery. Manage communications for lead development, new business, and contractor and vendor relationships.

### Freelance Design Consultant – New York, NY

— 2021–2022

#### UX/UI DESIGNER

Partnered with companies and nonprofits to optimize websites and design strategy. Collaborated closely with stakeholders to improve design processes, standards, and deliverables. Specialized in content planning and roadmaps, information architecture, wireframes, and visual design.

Projects Included:

- Column & Row - Website Refresh
- Stroika, Inc - Ukraine Fund Landing page, logo design and visual style guide

### Grand Rounds, Inc. – San Francisco, CA

— 2017–2020

#### UX/UI DESIGNER & BRAND DESIGNER

**UX/UI** Helped rebranding efforts by building a marketing website for a fast-growth healthcare technology startup. Built high-fidelity mockups and prototypes, established visual and color hierarchies, unified visual expression, collaborated closely with front-end developers, and used information architecture to lay out content in an effective and sustainable way. Redesigned and built over 150 customer Microsites to cater to each customer's specific product package, ensuring that the members had a cohesive experience from their Microsite to the app.

**Graphic Design** Created campaign-specific landing pages to engage members and increase utilization. Produced print and digital design work across multiple mediums, from small pieces to multi-channel campaigns, for both external and internal clients. Collaborated with Marketing, internal stakeholders, and other designers to produce cohesive, high-quality work that consistently reflected the brand's ethos. Prioritized multiple design projects under tight deadlines to ensure timely delivery.

## VOLUNTEER EXPERIENCE

### IxDA NYC – New York, NY

— 2020–Present

#### Local Leader

Help create initiatives to build a sustainable chapter of a global interaction design community. This includes running social media, blog posts, fundraising, building relationships, creating programming, developing a communications strategy, and producing a content pipeline.