Lianett Jimenez-Perez

UX DESIGNER

lianettj@gmail.com
786-252-5745
linkedin.com/in/lianett-perez
lianettperez.com

EXPERIENCE

UX Designer | The Children's Trust

FEB 2023 - CURRENT, MIAMI, FL

- Led a comprehensive redesign of the internal system "Trust Central", informed by in-depth user research to address usability concerns and significantly enhance user experience.
- Initiated and headed an IDR initiative with our vendor, focusing on internal requirements to establish efficient business processes and data dashboards, streamlining workload and boosting data-driven decision-making.
- Redesigned the 'Find a Program' webpage, improving community access to programs and reducing frustration calls, while fostering collaboration with cross-functional teams for design consistency and business alignment.
- Conducted usability testing sessions, integrating user feedback to enhance product user experience and increase user satisfaction ratings.
- Spearheaded the Website Initiative, working with a web development vendor on a significant redesign to address diverse audience challenges, effectively communicating strategic changes to executives using developed personas.
- Mentored the Technology and Design team in UX design principles, fostering user experience awareness in projects, guiding testing processes, and serving as a primary consultant for UX discussions and opportunity identification within the organization.
- Developed and launched a user-friendly survey system within our platform to assess satisfaction and impact among caregivers and children, identifying key areas for provider improvement.

UX Designer and Consultant | Contract Roles

SEP 2022 - CURRENT, REMOTE, NORTH AMERICA

- Utilized user research techniques to identify and address issues, resulting in a website redesign that surpassed targeted KPIs by up to 20%
- Led the branding initiative and crafted a comprehensive visual identity, enhancing brand recognition and driving business growth
- Collaborated closely with developers to ensure a seamless design phase and handoff, leading to a reduction in post-launch bugs
- Conducted heuristic evaluations and competitive analyses for multiple websites, pinpointing areas for enhancement that ultimately improved user experience and achieved business goals
- Designed a minimum viable product (MVP) fitness app from inception to completion, serving as the lead UX designer

UX Design Teaching Assistant | BrainStation

OCT 2022 - 2023, REMOTE, NORTH AMERICA

- Led engaging digital design courses, focusing on Figma, design principles, and course content.
- Provided personalized mentoring, employing empathy and active listening, resulting in a 40% increase in student performance.
- Crafted and delivered introductory lectures on design principles, course content,

SKILLS

User Interface (UI) Design, UX design principles, user research, prototyping, usability testing, wireframing, user flows, interactive prototypes, Figma, Sketch, Adobe Creative Suite, project management, data visualization, PowerBI, Tableau, HTML, CSS, SQL, Agile methodology, JIRA, Trello, Asana, Slack, Zeplin, InVision, heuristic evaluations, accessibility audits, machine learning, Natural Language Processing (NLP).

PROFILE

Driven and results-oriented UX Designer with a passion for creating intuitive and user-friendly digital experiences. Possessing a keen eye for detail and a critical thinking approach, I excel at identifying and resolving usability issues efficiently. Skilled in leveraging user research to inform design decisions, I have a proven track record of launching innovative solutions that surpass targeted KPIs. Proficient in a variety of UX tools and methodologies, I consistently deliver high-quality work. Known for my collaborative nature and commitment to ongoing learning, I thrive in environments that value creativity and innovation. I am dedicated to designing digital products that elevate user experiences and drive business success.

and Figma usage.

EDUCATION

BrainStation | Diploma, User Experience Design

JUL 2022 - SEP 2022, REMOTE, USA

Florida International University | BA in Political Science

JUN 2010 - 2013, MIAMI, FL
- Completed 90 credits.

TOP PROJECTS

UX Designer | The Children's Trust Website Redesign

Launching April 2024, THE CHILDREN'S TRUST
- Spearheaded the redesign of The Children's Trust website, including identifying target audiences, analyzing problems, proposing solutions, and advocating for user-centered design principles to directors.

Lead UX Designer | Find a Program

NOV 2023, THE CHILDREN'S TRUST
- Successfully redesigned the 'Find a Program' webpage, enhancing usability and accessibility for parents. This initiative led to increased user engagement and a notable reduction in frustration calls.

Lead UX Designer | Trust Central Redesign

MAR 2023, THE CHILDREN'S TRUST
- Improved Trust Central's user experience by 25% through a strategic redesign based on heuristic evaluations and user interviews, significantly boosting user satisfaction and engagement.

Lead UX Designer | Digitalized Onboarding Learning Experience

Ongoing, THE CHILDREN'S TRUST
- Currently designing a digital onboarding learning experience aimed at increasing productivity and confidence of new hires by 50% within their first two months.

Lead UX Designer | Data Dashboards

MAY 2023 - Present, THE CHILDREN'S TRUST
- Developed intuitive data dashboards in Trust Central and PowerBI, enhancing data visualization and communication. This initiative led to a 30% increase in user engagement and a 15% rise in data-driven decision-making.

Lead UX Designer | Fitness App

MAR 2023
- Spearheaded the design and prototyping of a fitness app. Applied design thinking methodology and collaborated closely with developers. Also crafted a comprehensive branding strategy based on user research, enhancing user engagement and brand visibility.

Lead UX Designer | Government Resource Hub

OCT 2023, KAISER PARTNERS
- Managed the design and launch of a COVID-19 mental health resource website for healthcare workers and public safety personnel. Achieved a 30% increase in usage within the first month by ensuring an intuitive, user-friendly, and accessible design, supported by rigorous user research and testing.