PAULINE GEFIN

UX / UI DESIGNER

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A narrative-driven UX / UI designer and former commercial cinematographer with 10 years of experience, pivoting into UX field. Skilled in problem-solving, attention to detail, and working in cross-functional teams. Proficient in creating user-centric solutions that drive business success through genuine customers delight.

UX / UI DESIGN PROJECTS

Green Guru, Responsive Web App   **Remote**
CareerFoundry Bootcamp Project - Mentoring app   *Apr 2023 – Aug 2023*
- Reconciled business goals with user needs by applying design thinking, leading with user and market research, and analyzing data for insights to construct user personas, flows, and journeys for a responsive web app.
- Enhanced user experience by planning and conducting usability studies and preference tests and proactively applying feedback and user insights to satify customer need.
- Completed end to end design, by producing +40 high-fidelity screens, mockups, prototypes, 3 micro-interactions, and a style guide, meeting brand guidelines and accessibility requirements. Prepared assets for hand off.

Flow Flt, Responsive Web App   **Remote**
CareerFoundry Bootcamp Project - Fitness & Wellness app   *Aug 2023 – Set 2023*
- Identified the lack of fitness solutions for women by assessing the market and conducting a SWOT analysis, leading to strategic insights and opportunities for improvement
- Mediated complex user stories to stakeholders, obtained with user interviews, and evaluated surveys and research papers, by designing user personas, and user flows.
- Executed design hand off for efficient development, by designing +30 mockups, prototypes featuring micro-interactions, and data visualization, and implementing a responsive design with 3 breakpoints.

WORK EXPERIENCE   View full work experience on LinkedIn

Freelance in Film and TV Industry   *London & New York*
Cinematographer / Filmmaker   **Nov 2015 – Dec 2023**
- Fulfilled business metrics by producing an advertisement campaign with 1M views for award winning publishing company, conducting market research, and developing a visual strategy within a cross-functional team.
- Executed 100+ advertisement campaigns, achieving project goals and requirements by integrating creativity and cutting edge technology and adhering to brand guidelines. Key clients: Nike, Esquire, Brewdog, LEGO, Google.
- Facilitated effective communication by leveraging storyboards, mood boards, and presentations to plan and convey complex visual concepts.

EDUCATION

CareerFoundry   Online
UX/UI Design Bootcamp   **Feb 2023 – Nov 2023**
- Attained 500+ hours of UX/UI design expertise, mastering for user research and testing, delivering end-to-end design for three applications. Specialized in UI design, with low to high-fidelity workflow and design hand-off.

MET Film School   *London, UK*
MA Cinematography   **Oct 2014 – Nov 2015**
- Acquired diverse creative techniques for impactful visual storytelling across media formats, fostering collaboration, feedback exchange, and task delegation in a dynamic learning setting.
- Chosen as a featured testimonial for the university's **"MA Student Story."**

SKILLS AND TOOLS

Skills: Design Thinking, Ideation, User Research, Usability Study, User Personas, User Flows, User Journeys, Heuristic Evaluation, Competative Analysis, Information Architecture, Sitemaps, Wireframing, Prototyping, Agile, Accessibility Visual Design, Style guides, Native Apps / Web Apps

Tools: Figma, Fig Jam, Usability Hub, Photoshop, Optimal Workshop