# 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 customer 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 5 user interviews and market research, and analyzing data for insights to construct 2 user personas, 2 flows, and 2 journeys for a web app.
- Enhanced user experience by conducting 6 participant usability study, applying feedback, and gathering user insights to satisfy customer needs. Identified user case areas of improvement by collaborating with a developer.
- Completed end to end design by producing +50 high-fidelity screens, mockups, prototypes, 3 micro-interactions. Developed a comprehensive style guide that meets accessibility requirements. Prepared designs for handoff.

**Flow Flt,** Responsive Web App                                        **Remote**
*CareerFoundry Bootcamp Project - Fitness & Wellness app*            *Aug 2023 – Oct 2023*
- Identified women's fitness solutions gap by conducting 3 SWOT analysis. Mediated complex user stories to stakeholders obtained with 3 user interviews and evaluated surveys by designing user personas and 3 user flows.
- Iterated design elemeneting 5 errors by orchestrating user testing and implementing user feedback. Optimized design workflow by communicating with a developer.
- Designed end to end experience by developing +30 mockups, a style guide, a prototype with micro-interactions, and data visualization. Implemented 3 breakpoints responsive design. Organized assets for design handoff.

## 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 an 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**: User-centered design, Design Thinking, Ideation, User Research, Usability Study, User Personas, User Flows, User Journeys, Heuristic Evaluation, Competitive Analysis, Information Architecture, Sitemaps, Wireframing, Prototyping, Agile, Accessibility, Visual Design, Style guides, Native Apps / Web Apps, Content development, Visual storytelling

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