

izzyflores

Designer - Strategist

Experience

Wavio | Product Design Consultant

Dec 2022 - Present

- Enthusiastically facilitating early-stage re-branding with a small team to establish a design language for consumer-facing experiences
- Synthesizing user research to craft wireframes and prototype feature implementation for a next-generation student progress platform

Apptроник | Ops Asst. and Visual Designer

Aug 2021 - Sep 2022 and Ad Hoc

- Designed branded marketing artifacts and coordinated multiple industry tradeshow and internal demos to generate leads and close high-value deals
- Rapidly prototyped an interactive expression interface for a humanoid robot used for business development and PR
- Proactively managed internal and external stakeholder relations to limit progress blockers for production cycles

Prosodio | UX/Product Strategist

Spring 2020

- Led creative direction of a functional childhood literacy interface and measurement tool prototype for future demos
- Led a strategy pivot leveraging user-generated content, saving thousands in publisher agreements

Dance Austin | Web Designer and Front Desk

Jan 2020 - Apr 2021

- Increased session duration by 70% post-launch of a mobile-first website redesign (using WiX CMS)
- Improved response time to profitable inquiries by reducing generic requests by 80% from month to month
- Updated operational processes like client sign-in and registration for ease of client and admin use

Education

General Assembly | Austin, TX

Spring 2020

UX Design Immersive Certificate

Worcester Polytechnic Inst. | Worcester, MA

Aug 2016 - May 2017 (Medically Withdrawn)

Robotics Engineering

Tools

Figma	Adobe CC	Office 365
Webflow	• After Effects	Atlassian
• Designer	• Photoshop	FigJam
• CMS	• Illustrator	HTML/CSS

Profile

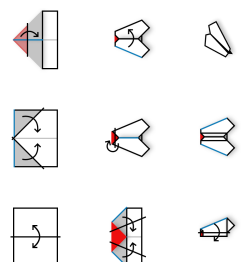
LinkedIn | [linkedin.com/in/izzystylsh](https://www.linkedin.com/in/izzystylsh)

Email | contact@izzy.style

Portfolio | www.izzy.style

Interactions are opportunities to inspire smiles and change. I facilitate usability with digital design that empowers people with wonder and amusement!

Print On Both
Sides & Fold



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