

Iryn Abigail Delim

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| New York, NY

WORK EXPERIENCE

Front-end Web Designer · Media Art Xploration

Contract | Jan 2024 - Present

- Led a full website redesign hosted with WordPress, resolving usability and loading issues and doubling the speed of key user tasks such as ticket purchases and donations.
- Developed a scalable Figma design system with detailed mockups and high-fidelity prototypes, collaborating with developers to translate designs into responsive, reusable Elementor components.
- Implemented a project management system on Notion, reducing project delivery timescales by 2 weeks.
- Utilized SEO tools and Google Analytics to guide UX/UI decisions, leading to noticeable gains in search visibility by 40%, longer session durations by 18%, and higher conversion rates for newsletter sign-ups and ticketing.
- Maintained and optimized content in WordPress using best practices with plugins, ACF fields, and CMS tools to improve speed, accessibility, and multi-device scalability.

Digital Experience Designer · NYU High Speed Research Network

Oct 2024 - May 2025

- Maintained and optimized an information-heavy website on Gitlab, implementing HTML/CSS/JavaScript for interactive design updates, accessibility improvements, and responsive layouts.
- Designed promotional materials for academic events with Photoshop, adhering to NYU brand standards.

Web Designer · Dussan Optical Clinic

Contract | July 2023 - Nov 2023

- Led end-to-end redesign of a Shopify glasses site, achieving a 26% improvement in purchase efficiency through UX/UI enhancements and web performance best practices.
- Conducted consumer interviews and competitive audits to uncover pain points, translating insights into Figma wireframes and high-fidelity UI aligned with modern web standards.
- Built out a custom Shopify theme guided by the brand's design system, ensuring consistent styling and layout across the storefront.

Web Design Intern · Media Art Xploration

Internship | March 2022 - Dec 2023

- Created and maintained landing pages for upcoming shows and programs, leveraging Google and SEO analytics to define design choices and drive key actions like sign-ups and ticket purchases.
- Managed ongoing site updates, including content edits, design tweaks, and performance optimizations to ensure consistency and responsiveness.
- Collaborated in weekly Agile sprints, informing project managers, engineers, and marketers of user stories and consumer feedback to support product development and visual strategies.

PROJECTS

NASA's Eclipse Soundscapes · WordPress Accessibility Designer

Sept 2024 - Dec 2024

- Led a 6-week redesign of a data analyst workflow for blind and low-vision users, conducting 10+ accessibility testing sessions with screen reader users, synthesizing insights into annotated wireframes and iterative prototypes to address usability problems.
- Delivered WCAG-compliant, screen reader-friendly design solutions to clients, ensuring technical feasibility and adherence to brand guidelines and accessibility standards.

EDUCATION

New York University Bachelor of Science in Integrated Design & Media, minor in Computer Science

May 2025

CERTIFICATIONS & SKILLS

Certifications: Build Dynamic User interfaces (UI) for Websites, *Google*

Jan 2024

Skills: WordPress (Elementor, ACF, Gutenberg), Shopify, HTML/CSS, JavaScript, Mobile-First Design, SEO, Web Accessibility (WCAG), UX/UI & Design Tools, Figma, Adobe Creative Suite (Photoshop, Illustrator, After Effects), Wireframing, User Research, Webflow, Git/GitLab, Cross-functional Team Collaboration (Dev, SEO, Marketing), Google Analytics, Content Management