

Iryn Abigail Delim

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WORK EXPERIENCE

Media Art Xploration

Mar 2023 - Present

Web Design & Communications Associate | Jan 2024 – Present

New York, NY

- Led the end-to-end redesign and launch of a WordPress website, improving information architecture, navigation, usability, and accessibility to reduce the time required to complete ticket purchases and donations by 50%.
- Conducted the full UX design lifecycle by facilitating stakeholder interviews, developing user personas, conducting usability testing, and mapping information architecture to improve user problems and guide design decisions.
- Built a scalable Figma design system with a visual style guide, interactive prototypes, and WCAG-compliant components, contributing to a 50% increase in search visibility, an 18% increase in average visit duration, and higher newsletter and ticket conversion rates.
- Presented UX strategy, research findings, and final design solutions to the board of directors, aligning user needs with organizational goals and securing stakeholder buy-in.

Digital Experience Design Intern | Mar 2023 – Dec 2023

- Created and maintained 15+ WordPress landing pages for live productions, translating approved Figma designs into responsive webpages that improved event discovery, ticket purchases, and brand consistency.
- Collaborated in weekly Agile sprints with designers, developers, and marketers to recommend website improvements and support an organizational rebranding initiative.

NYU High Speed Research Network (VIP)

Sept 2023 - May 2025

Digital Designer

New York, NY

- Developed a modular, accessible design system and branding style guide implemented across conference, outreach, and marketing materials, improving visual consistency, asset reuse, and design efficiency.
- Managed and optimized a content-heavy GitLab website using HTML, CSS, and JavaScript to improve accessibility, responsiveness, and researcher access to campus network resources.

Dussan Optical Clinic

July 2023 - Nov 2023

Freelance E-commerce Web Designer

New York, NY

- Led the end-to-end redesign of a Shopify ecommerce website, improving UX/UI, navigation, and web performance to achieve a 46% improvement in purchase efficiency.
- Conducted consumer interviews, journey mapping, and competitive analysis to identify pain points, prioritize design improvements, and translate research into high-fidelity Figma prototypes aligned with business goals.

PROJECTS

NASA Eclipse Soundscapes

Sept 2024 - Dec 2024

UX Accessibility Design Lead

New York, NY

- Led a 6-week redesign of a WordPress-based data analyst workflow for blind and low-vision users, reducing critical usability issues by 76% through 10+ accessibility testing sessions and iterative prototyping.
- Defined product requirements, user stories, and project milestones leading a 3-person design team, ensuring efficient productivity throughout the 6-week redesign.
- Presented accessibility recommendations and WCAG-compliant, screen reader-friendly solutions to clients, incorporating feedback throughout the design process to refine the final experience.

EDUCATION

New York University

May 2025

Bachelor of Science, Integrated Design & Media, minor in Computer Science

New York, NY

- GPA: 3.47/4.0; Dean's List

CERTIFICATIONS, SKILLS

- **Certifications:** Build Dynamic User interfaces (UI) for Websites, *Google*
- **Skills:** Design Systems, Information Architecture, User Personas, Journey Mapping, Usability Testing, Wireframing, Interactive Prototyping, Accessibility (WCAG), Responsive Design, Figma, WordPress, Shopify, CMS Management, A/B Testing, Competitive Analysis, Google Analytic, SEO, Collaboration, Agile
- **Interests:** Salsa Dancing, Cooking, Snowboarding, Weightlifting, Traveling