KALIA JOSEPH

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PROFESSIONAL EXPERIENCE

Contra, Tampa, FL **November 2024 – Present**
UX Designer
- Delivered comprehensive design work, including workflows, wireframes, and prototypes, resulting in a 20% increase satisfaction and a 15% reduction in user errors and focusing on intuitive experiences tailored to client needs
- Devised and implemented interfaces that delivered incremental product value, leading to a 15% increase in user engagement through adaptive and experimental methodologies
- Organized and facilitated interactive workshops, fostering collaborative ideas that enhanced existing features and boosted usability by 30%

Fira, Tampa, FL **May 2023 – April 2024**
Project Manager
- Lead front-end and back-end developers in launching a laundry cleaning service by providing clear requirements, ensuring seamless communication, and elevated project efficiency by 20% accelerating feature implementation
- Revised UI interaction key performance indicators by 24% by enhancing the navigation system, resulting in reducing user errors
- Conceptualized the development of Fira's services by executing user research, creating user flows, and formulated wireframes and UI

TECHNICAL COMPETENCIES

Programming: HTML, CSS, C++,

Software: Figma, Adobe XD, InVision, Sketch, GitHub, Miro, Framer, Microsoft Office

Skills: Project Mangement, Heuristic Evaluation, Usability Testing, User Research, Prototyping, Wireframes, Communication

PROJECTS

HealthyKids
Health and Wellness Application
- Addressed key challenges faced by parents by adapting features like easy access to medical records, appointment scheduling, and a user-friendly experience.
- Conducted comprehensive analysis, user interviews, and A/B testing to gather data and develop user flow.
- Designed 20+ high-fidelity screens based on user feedback.

EDUCATION

Arizona State University – Ira A. Fulton Schools of Engineering, Phoenix, AZ **December 2025**
Master of Science (MS): Major in UX Design
- **Key Coursework**: Prototype and Wireframe Design, Cross-Media Design Solutions, Principal of Visual Communication

Arizona State University – Ira A. Fulton Schools of Engineering, Phoenix, AZ **December 2024**
Bachelor of Science (BS): Major in Human Systems Engineering
- **Key Coursework**: InfoDesign/Usability, Statistics Human System Research II, Product Design & Evaluation

Thesis Topic: A model wellness application for mental health support **December 2024**
This study focuses on the usability and design of Zen Space. Zen Space is a wellness application prototype aimed to be a model for other wellness applications. The model aims to enhance mental health support through user-centered features and navigation.

Coursera, Phoenix, AZ **Aril 2023**
User Experience Design
- **Key Coursework**: User flow, wireframing, front-end development, research, visual communication

ADDITIONAL INFORMATION

Certifications: UX Foundations: Usability Testing 2023, Google | UX Design 2023