# MONICA PUSPASARI

Monicapuspasari14@gmail.com     (917) 324-5796     New York, NY     Mpuspasari.com

Passionate UX Designer focused on creating empathy, user-centered designs for web and mobile apps. Experienced in collaborating with tech firms and startups, with expertise in user research and prototyping. Strong in team collaboration and communication for seamless project execution.

## Skills

- User- Centric Design
- Problem Solving
- Heuristic Evaluation
- Time Management
- Information Architecture
- Persona Development
- Visual Design
- Customer Journey Mapping
- Usability Testing
- Team Oriented
- User flows
- Wireframing & Prototyping
- Client Relations

## Tools

- Adobe Illustrator
- Adobe Photoshop
- Figma
- Survey Monkey

## Education

**UX Design Immersive**
General Assembly
September 2024

**BFA in Apparel design**
Fashion Institute of Technology
May 2020

## Projects

**HULY | UI Lead Research Designer  | Remote**

09/2024 (2 weeks sprint)

- Led comprehensive UX overhaul for the Huly platform, conducting in-depth user research, identifying critical pain points, and implementing effective solutions to significantly improve user satisfaction and retention.
- Spearheaded comprehensive user research and heuristic evaluation to identify critical UX pain points, driving targeted improvements for the Huly app.
- Independently developed comprehensive design system and redesigned prototype for Huly app, streamlining user interface and enhancing overall user experience
- Created fewer steps for users to complete the main task of the app, enhancing efficiency and improving user experience.

**Shazam | Project Manager and UX Strategist | Remote**

08/2024 (3 weeks)

- Designed and implemented work ticketing system.
- Developed and executed a UX strategy focused on integrating AI features into the app, spearheading the implementation of an AI-powered feature that led to a 100% increase in user screen time.
- Conducted rapid user testing and iterative design to optimize AI feature usability, achieving a 100% customer satisfaction rating for the newly introduced feature.
- Presented project outcomes to stakeholders, highlighting significant engagement improvements

## Experience

**BCI | Colorist & Fabric R&D Associate | New York, NY**

09/2021 - 04/ 2024

- Managed color approval process for 4 private clients, ensuring consistent color matching across multiple fabrications
- Streamlined fabric library system, significantly improving search efficiency for the design team
- Implemented daily WIP chart updates in Excel, enhancing development process tracking
- Collaborated with cross-functional teams and overseas mills to meet deadlines and mitigate production delays
- Experienced in applying industry color standards and color theory to ensure consistency across designs in Pantone and CAD environments