

ERIOLA KAPAJ

UX/UI DESIGNER, MBA

[eriolakapaj.com \(portfolio\)](http://eriolakapaj.com)

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About Me

An advocate of user needs. Effectively defines, researches and designs to meet/exceed goals with a comprehensive background in UX design and business principles. My objective is to secure a full-time position as a UX designer and leverage my passion for employing creativity and design thinking.

Attributes

Highly accomplished, results - driven.
Ability to convey insights through storytelling.
Collect data and organize in categories.
Detailed oriented / thrives on challenging situations.
Passionate for design, ease of use, and functionality.

Education

Google Certificate
UX Design
Salem State Uni.
MBA
(BA) in Interactive Design
Minor: Advertising

Skills and Software

Prototype/Wireframe
Personas/User journey
Web and App Design
Icon/Logo/Graphic Design
Adobe CC
FIGMA/ Sketch/Adobe XD
Html/CSS

Languages

Albanian
Spanish

Experience

UX Designer | September 2022 - March 2023

Contractor - Website Design and Development - Accounts:

[Rabbit Run Builders](#), [The FP&R](#), [Barrel Valet Services](#), [Abolitionista-nonprofit](#).

- » Collaborate and partner with business stakeholders to define experience strategies that achieve the business goals using quantitative data.
- » Hands on research, prototype, wireframing, and user journey focusing on user needs and wants.
- » Manage projects and teams using agile methodology to improve user experience and customer satisfaction.
- » Communicate and translate research insights with cross-functional teams into actionable recommendations to ensure design solutions were implemented correctly.
- » Advocate for customer needs in every step of the process.
- » Industries: Innovation, Renewable energy, Sustainable Architecture and Development, Healthcare and non-profit.

UX Designer | September 2020 - October 2022

Town Common Media, Rowley - Local Newspaper

- » Design the public website of a local newspaper Town Common Media (towncommonmedia.com).
- » Effectively manage projects to meet deadlines, roadmaps, and requirements
- » Design the website from scratch using Sketch and Invision.
- » Research, design, prototype, test.
- » Support engineers in translating and implementing my team's designs. Transfer files, zoom meetings, set clear requirements.
- » Manage the website's weekly news, weekly re-design of the front page.

Web Designer Specialist | March 2020 - July 2020

Tufts University - Accounts: [TIGOR](#), [CREATE Solutions](#), [Covid App](#)

- » Redesign and develop the company website for various departments using Drupal and Wordpress.
- » Illustrate UI elements such as icons, logos using branding identity guidelines.
- » Communicate directly with developer to send files and communicate design solutions.
- » Train the stakeholders to make adjustments to the site independently.
- » Maintain, expand, and update the website being mindful of responsive design principles.
- » Ensure the technical feasibility of content designs for all screens.
- » Optimize content for speed and SEO.
- » Maintain accessibility so content is available to all users.