

IMANI DOUGLAS

User Experience Designer

📞 314-651-2465

✉ IMANIDOUGLAS1995@GMAIL.COM

📍 ST. LOUIS, MO

PERSONAL PROFILE

Innovative UX designer with a background in healthcare, specializing in user research, interactive design, and CRM solutions. I excel at transforming complex user needs into streamlined, effective solutions. My transition from healthcare to UX design was driven by a passion for enhancing digital experiences. I am eager to contribute to and further develop my skills in user-centric design.

AREAS OF EXPERTISE

- UX Research/UI Design
- Prototyping and wireframing
- Content creation
- Client relations management
- Brand conceptualization
- Audio visual recording editing

SOFTWARE EXPERIENCE

- Figma
- Adobe
- Procreate
- Procreate Dreams
- Wix
- Wordpress
- Balsamiq
- Miro
- Google Suites
- Microsoft Office
- Apple

ACADEMIC BACKGROUND

Careerist

UX/UI Design | Certificate of completion 2023

Included UX research, UI design wireframing, prototyping, and an internship

Missouri State University

Health Science | Completed 91 credit hours towards a bachelors degree

PROJECTS

Lucas Park Dog Park Website Redesign

Lead UX Designer | June 2023 - June 2024 | Client in St. Louis, MO

- Optimized member registration, enhancing user satisfaction and engagement through streamlined processes.
- Modernized approval process using client relation management software, cutting approval times by 50%.
- Improved site navigation, reducing user drop-off rate and enhancing overall usability.
- Led a team of UX designers in research, design, and user testing.
- Led team meetings and follow-ups, ensuring project milestones were met on time and within scope.
- Communicated with board members on project deliverables and expectations.

Excellence-as-a-Service

UX/UI Consultant | December 2023 - February 2024 | Client in Washington, D.C

- Completed website audit to evaluate usability and accessibility.
- Collaborated with developer to improve SEO practices, boosting organic traffic.
- Designed wireframes and graphics, upgrading interface aesthetics.
- Advised on social media platform selection, increasing brand visibility.
- Communicated with client, tracked issues and change requests, and led meetings using project management software.

Mental Massage and Wellness

UX/UI Consultant | December 2023 - April 2024 | Client in Washington, D.C

- Completed website audit to evaluate usability and accessibility.
- Designed wireframes and user flows, improving client management and navigation efficiency.
- Researched and recommended CRM software, optimizing client management processes.
- Communicated with client, tracked issues and change requests, and led meetings using project management software.

Level Up

Intern UX Designer | May 2023 - June 2024 | Client in Germany

- Collaborated with design team to research, conceptualize, and test a booking feature, enabling users to find each other and organize gameplay.
- Conducted user interviews, compiled data, and analyzed results, improving feature usability.
- Completed competitive analysis of direct and indirect competitors.
- Designed user flow, wireframes, and prototype

PREVIOUS ROLE IN HEALTHCARE

Sunny Hill

Program Supervisor | October 2021- June 2023 | St. Louis, MO

As the Program Supervisor for an ISLA program supporting adults with mental and physical disabilities in the Midtown St. Louis region, I led a team of care providers. My responsibilities included developing program tasks, overseeing and assisting in daily activities, educating clients on the use of technology including basic computer skills and related medical equipment, and promoting effective integration into society for program participants.