

IREN GURARYE

UX/UI Designer

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www.artsinteractive.net

201.951.3904

New York City

UX / UI DESIGNER

COMMITTOGREEN.COM 2016

Redesigned existing website into an effective e-commerce platform and a community portal. • Created prototype of new website in Axure, performed heuristic evaluation of the original site, executed comparative feature analysis, built user flows and site maps, created annotated wireframes and conducted usability testing. • New website performed flawlessly in Beta.

PORTABLENYC.NET 2014 now

Working on educational/training/informational mobile apps on history of NYC. • Performed comparative/competitive analysis, built user flows, organized content, and created interactive prototypes. • Released the apps to googlePlay and appStore and now iterating on design to release the next version.

ACURECORD 2012

Designed and developed medical patients/visits tracking system for Acupuncture offices since none such software existed at the time. • Built the UI, and created working prototype for Android tablet. • Tested with Acupuncture students to flush out and address the pain points.

FREELANCE DEVELOPER @ ARTSINTERACTIVE.NET

Designed/developed websites, kiosks, games, mobile apps in Flash and Flex for clients since 1996

3Rings Media.com, ZepFrog, UnifiedField.com JazzConnections.org, EggShellGames.com, Professional Television Network, L.L.C., heathcasts.com, MTA-North, ego7.com, yabla.com, Ropes & Gray Law Firm, Touchscreen Media, Ryder, Inc., NBC, Reliance National, Welch Allyn, Parlance Corp.. AT&T, Iguana Studios, On2, Citibank MARSH Insurance Co., RCAC, Reckson Associates, Simon and Schuster. NightKitchenMedia.com, Donaldson, Lufkin & Jenrette, Triple-e-soft, Inc., Frontier Systems, Inc.

NYC TOUR GUIDE/OWNER OF PORTABLENYC.NET

Lead private 4 to 8 hour tours of NYC, Metropolitan Museum of Art and Museum of Natural History 2012-2015

SKILLS

USER INTERFACE (UI)

Web/app design, sketching, wireframing, interactive prototypes, high fidelity mockups

USER EXPERIENCE (UX)

User flows, personas, storyboarding, UX strategy, card sorting

USER RESEARCH

User surveys, user testing, usability testing, competitive analysis, task analysis

TOOLS

Axure
Sketch
HTML / CSS
Adobe Fireworks
Adobe Flashbuilder
Adobe Dreamweaver
Adobe Flash
Abode Flashbuilder
Pop
Marvel
Keynote

EDUCATION

GENERAL ASSEMBLY
UX Design Immersive

NYU CENTER FOR DIGITAL
MULTIMEDIA
NYU ROBOTICS LABORATORY
Internship

BRANDEIS UNIVERSITY, BA
in Computer Science

PERSONAL INTERESTS Swing Dancing, social and performing: Lindy hop, Charleston, Balboa; history, especially NYC history, art history, traveling, friends.