

Rena Williams

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[Linkedin](#)

[Portfolio Website](#)

Objective

As a UX Designer/Researcher, I consider my top skill to be a master communicator and storyteller. I have a diverse background, but the thread between each role is my love for the human condition and what provokes behavior.

My process is research > reporting insights > sketching out solutions while continuing to engage with stakeholders.

Skills

UX Design	High Fidelity Prototyping	Visual Design
User Research	Usability Tests	Meeting Facilitation
Creative Strategy	User Interviews	Creative Strategy
Heuristic Analysis	Responsive Web Design	Copy Writing

Tools

Sketch	Invision	Photoshop
Figma	Invision Freehand	Miro

Experience

UX Designer, FINEQUITY Project

Aug 2020 to Now

- Conducted preliminary research (user interviews, competitive analysis)
- Ran a design studio with a four-person team
- Designed and conducted usability tests on mid-fi and hi-fi prototypes
- Synthesize data into a report which includes a Persona, MoSCoW map, a competitive analysis, and annotated screens
- Provided an MVP of an online Financial Education program

UX Design Fellow, General Assembly

July, 2020 to Now

- Conducted user interviews and usability testing
- Developed personas and journey flows
- Designed mid and high fi prototypes
- Conducted a heuristic analysis for Brooklyn Museum's website

Content Strategist and Creator, NaMaYa(non-profit)

January 2018 to Oct 2020

- Designed and wrote online content that resonated with targeted community
- Tripled social media followers within a month
- Managed social media content
- Visualized educational content for Instagram

Creative Consultant, JenMap (startup)

March 2019 to March 2020

- Conducted research and wrote 8 targeted funding pitch briefs
- Designed app mockups that helped obtain a \$6 million early round investment

Fiction Editor, The Canopy Review*Jan 2018 to July 2019*

- Managed ten “readers.”
- Made final decision on published work
- Oversaw content and design choices
- Ensured overall brand summoned a diverse readership through the publication of fringe narratives and underrepresented voices.

Adjunct Professor, The College of New Rochelle:*Dec 2016 to March 2018*

- Designed and delivered mixed-media lessons to 90 students.
- developed course material specific to the student’s experiences and learning styles
- Made adaptations to the delivery of the curriculum to ensure accessibility to all students.

Education

- UX Design Bootcamp, General Assembly
- Master of Fine Arts in Creative Writing
- Bachelor of Occupational Therapy
- Intro into Social Entrepreneurship, Centre for Social Innovation, New York
- Inclusive Design for a Digital World, General Assembly, New York
- Social Entrepreneurship and the SDG’s: Economic Growth and Decent Work, New York