



AUDREY CABATAN

UX/UI Designer



audsdesign.com



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PROFILE

I believe in design that leverages empathy, creativity, and storytelling to solve real human problems. Exceptional design should leave an impact.

📞 510-304-7095

✉ helloaudsdesign@gmail.com

📍 Brooklyn, NY

EDUCATION

GENERAL ASSEMBLY

— 2016

User Experience Design Immersive and Visual Design

CSU SACRAMENTO

— 2005-2009

BA, Child Development

SKILLS

FIGMA

ILLUSTRATOR

INDESIGN

PHOTOSHOP

HTML/CSS

SKETCH

INVISION

POWERPOINT

G SUITE

WORK EXPERIENCE

UX/UI DESIGNER

Design Consultant

— 2021-Present

Partner with agencies to optimize websites and design strategy. Collaborate closely with stakeholders to improve design process, design standards, and deliverables. Specialize in content panning and roadmaps, user journeys, information architecture, wireframes, and visual design.

Recent Projects:

Column & Row - Website Refresh

LOCAL LEADER

IxDA New York

— 2020-Present

Help create initiatives to build a sustainable chapter of a global interaction design community. This includes running social media, blog posts, fundraising, building relationships, developing programming, developing a communications strategy, and developing a content pipeline.

UX/UI & GRAPHIC DESIGNER

Grand Rounds, Inc

— 2017-2020

Helped re-branding efforts by rebuilding marketing website for fast-growth healthcare technology startup. Built high-fidelity mockups and prototypes, established visual and color hierarchies, unified visual expression, collaborated closely with front-end developer, and used information architecture to lay out content in an effective and sustainable way. Redesigned and built over 150 customer Microsites to cater to each customer's specific product package, ensuring that the members had a cohesive experience from their Microsite to the app.

Created campaign specific landing pages, to engage members and increase utilization. Produced print and digital design work across multiple mediums, from small pieces to multi-channel campaigns, for both external and internal clients. Collaborated with Marketing, internal stakeholders, and other designers to produce cohesive, high-quality work that consistently reflected the brand's voice and style. Prioritized multiple design projects under tight deadlines to ensure timely delivery.