

Tracy Deshmuk

UX Designer and Researcher

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New York, NY

PROFILE

UX designer and product designer with a background in Sociology and ESL Education who is passionate about finding ways to humanize digital products and connect with the users emotionally.

UX/UI PROJECTS

Splice Pay- a mobile wallet and digital payment web-app
UX designer and researcher- CareerFoundry

- Researched users and defined a problem
- Ideated, wireframed and prototyped
- Tested a mid-fidelity prototype on 6 participants
- Developed a high-fidelity prototype with 120+ screens in Figma
- Created a case study

Flow Builder- a responsive web-app for yogis
UI designer- CareerFoundry

- Researched the needs of yoga teachers and home yogis
- Developed personas, user flows, a site map, and wireframes
- Designed high-fidelity prototype

EXPERIENCE

ESL English Educator 2007-2022

- Taught and coached 200+ students from 4 continents both remotely and in person both privately and working for Be Fluent NYC for 9 years
- Created 100+ educational materials, marketing content, flyers, newsletters, social media posts, and blog articles
- Organized and hosted a promotional pop-up event in Tokyo in 2017
- Developed and coordinated 10+ workshops
- Recruited, coached and trained new teachers
- Developed curriculum for a summer program for 2nd graders (ESL and native speakers)
- Mentored clients long-term to support successful launches of foreign businesses in the US

EDUCATION

CareerFoundry 2022-2023
Certificate in UX Design

University of Colorado at Boulder 2002-2006
Bachelor's of Arts in Sociology
Dean's List

SKILLS

A/B and preference testing
Competitive analysis
UI Design
User interviews
User personas
Rapid prototyping
Wireframing
Journey mapping
Card sorting

TOOLS

Figma
Google Workspace
InVision
Adobe Suite
Canva
MS Office Suite
Miro
Vidyard
Marvel
Balsamiq

LANGUAGES

English- native speaker
Portuguese- fluent
Spanish- fluent