

Acsah Stanley

User Experience Designer

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SUMMARY

UX Designer with over 7 years of hands-on experience in creating user-centric digital products that resonate with users and achieve business goals. Proven track record in user research, interactive prototyping, and mentorship. Adept at collaborating with multidisciplinary teams to drive products from concept to launch.

EXPERIENCE

UX Designer 11/2024 - Present

Native Design

- Participated in client meetings, effectively gathering and synthesizing insights from workshops to ensure alignment of user needs with business objectives.
- Presented design ideas and solutions, communicating clearly with clients to understand their goals, challenges, and expectations, while ensuring design proposals were aligned with their vision.
- Collaborated with cross-functional teams to conceptualize and ideate digital solutions, actively contributing to brainstorming sessions.
- Developed user flows, wireframes, and prototypes to visualize and refine interactions, optimizing the overall user experience.
- Created and refined journey maps, feature maps, and personas to inform design decisions and guide the development of key features.
- Played a key role in optimizing internal workflows for using AI generation tools, streamlining design processes and improving team efficiency.
- Involved in the ongoing design process of a project under NDA, providing key insights and recommendations for design iterations.

UX Designer 01/2023 - 08/2023

Zynga

- Worked on 3 main live features out of which 2 have been released
- Collaborated with game designers to create comprehensive feature specs
- Worked closely with various teams to execute upcoming feature test plans
- Conducted discussions with stakeholders to integrate new changes based on their feedback
- Collaborated closely with developers and the art team during the production phase
- Transformed wireframes from Figma into Unity prefabs
- Effectively raised PR and fixed bugs
- Developed a cohesive system design

Graphic Design Intern 08/2021 - 11/2021

STRIVE

- Developed packaging designs for their latest product line
- Designed website banners and optimized Amazon store pages
- Revamped the brand identity, including brand colors, fonts and graphic style
- Developed a standardised icon set for social media and branding usage
- Produced a variety of compelling social media content

Graphic Design Intern BreakOut	02/2021 - 08/2021
<ul style="list-style-type: none">• Led Graphics Team, ensuring brand consistency• Created 300+ vector artworks for marketing materials• Conceptualized marketing collateral in line with brand messaging• Independently redesigned web pages for improved UX• Contributed to the revitalization of social media presence	
Graphic Designer Vanaha Organics	08/2020 - 10/2020
<ul style="list-style-type: none">• Led comprehensive brand identity overhaul• Designed product labels, cards, letterheads, and brochures	

EDUCATION

User Experience Design Kingston University - Master's Degree	2023 - 2024
Visual Communication Design MIT Institute of Design - Bachelor's Degree	2019 - 2023

SKILLS

UX	Collaborative Skills
Sketch	Figma
User-Centered Design	Usability Testing
Wireframing	User Research
Interactive Prototyping	Adobe XD
Communication Skills	Design Systems