Mia Cota

UX Designer

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UX Skills

Design Tools | Sketch - Figma - Adobe XD - Adobe Photoshop - Adobe Illustrator
Research | Competitive analysis - Card sorting - Personas - Task flows - User flows
Design | Wireframes - Mockups - Style tiles - UI kits - Vector art - Mockups - High fidelity prototypes
Testing | Usability testing - A/B testing - Iterative design

UX Design Applications

Olympus - *A Metal recycling company based in Atlanta - Full website redesign*   miacota.com/case_studies/olympus
- Analyzed the Olympus website and worked with the client to understand the needs of the business and client. Utilized the information to create a competitive analysis and user personas.
- Utilized research and card sorting to pair the website down to a more simple architecture - reduced the site from over 30 pages to 9 without sacrificing any information.
- Used Adobe Illustrator to create a new more modern logo for the company to create more clearly defined branding.
- Finalized the design and created a high fidelity prototype - redesign resulted in a 20% drop in bounce rate

MovieMatch - *A built-from-scratch app to help couples decide what to watch*   miacota.com/case_studies/movieMatch
- Performed in-depth research on both dating apps as well as movie suggestion apps to establish a deep understanding of players in the space as well as opportunities to iterate on established design patterns.
- Conducted surveys and comprehensive interviews to intuit the needs and desires of the user - this resulted in a strong persona that impacted the final design.
- Crafted a high fidelity prototype and tested with end-users - achieved 100% success rate of users completing the task.

Experience

Gaetano's - *Server / asst. Manager - 2011 - current*
- Understand the needs of customers and provide excellent service.
- Delegate tasks and handle day to day operations including balancing cash draws, managing scheduling, and fielding customer complaints

UX Design - *Freelance - 2020 - current*
- Work with clients to understand their needs
- Provide insights through research that ultimately affects the final design
- Help clients hire developers and work alongside them to create pixel-perfect designs.

Education

Design Lab - Advanced User Experience Design Immersive   2021

Los Angeles Harbor College - Liberal Arts   2015
- Relevant courses: Web Design, Graphic Design, art