

FELICIA BURZOTTA

UX/UI DESIGNER & RESEARCHER

Location: Miami, FL

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WORK EXPERIENCE

UX/UI Designer

University of Central Florida Bootcamp / 2023-2024 / Remote

- Fostered collaboration by working directly with other designers to create meaningful mobile applications and website designs on several notable projects from start to finish (research, design, test, implement).
- Learned to address real-world challenges by identifying UX/UI issues via usability testing and proposed new design recommendations to fix those challenges.
- Designed interactive prototypes and wireframes, effectively site mapped and utilized information architecture principles, and tested products to ensure user needs were advocated for.
- Projects include redesigning B2C websites for Alaska Tax Division, Miami Animal Alliance, Royal Bowls and Smoothies, and designing from scratch two different B2C mobile applications centered around travel.

Founder & Freelancer

The Misfit Creative / 2019 - Present / Remote

- Providing freelance social media management, digital marketing, branding, content creation and design services for several clients in the Atlanta and Miami area.
- Generating significant ROI, such as 44% increase in followers and 50% increase in post engagement for a client.

Junior Creative Analyst & Researcher

Think Juice / 2022-2023 / Remote

- Working alongside several other creatives to assist in developing creative briefs, conducting competitor analysis, and developing and reviewing assets and copy that will convert.

Social Media Coordinator

Atlanta Institute for Facial Aesthetics / 2021-2022 / Atlanta, GA

- Rebranded the existing digital footprint, developed and executed the monthly content, social strategy, and content creation strategy, engaged with followers, and promoted monthly events to increase revenue.

Sales Development Representative

Matcha / 2019-2020 / Atlanta, GA

- Helped and built relationships with small to medium e-commerce businesses to acquire more customers and scale growth through blog automation and email marketing.

ABOUT ME

Hi, my name is Felicia! As a marketing professional with over 5 years of dedicated experience, specifically in digital marketing and social media, I've mastered the art of engaging audiences and crafting compelling online narratives. As I pivot towards a UX designer and researcher role, I bring a unique perspective that blends strategic marketing with empathetic design.

EDUCATION

Public Relations, BA

University of Georgia
2015-2019

UX/UI Bootcamp

University of Central Florida
2023-2024

SKILLS

- UX/UI Design
- UX Research
- User Personas
- Wire-framing, Prototyping
- Usability Testing
- Visual Design
- Storytelling
- Web & Mobile Application Design
- Empathy Maps
- Affinity Diagrams

TOOLKIT

Figma | Fig Jam | Adobe XD | VS
Code | GitHub