

CHRISTIN NICOLE ROMAN

www.ihaterobots.com | xinroman@gmail.com | 347.404.1874
258 S 1st St #4B, Brooklyn NY 11211

Overview

I am a **freelance user experience designer for web, mobile, and social applications**. For 11 years I have worked with early stage startups, large organizations, and non-profits, collaborating with marketing teams, content creators, visual designers, and developers to create products that generate both business and customer value.

Education

Interactive Telecommunications Program, New York University - New York, NY

Graduated May 2007

Masters of Professional Studies

College of Music - Florida State University - Tallahassee, FL

Graduated August 2003

BA in Music Performance

Certificate in Computers and Music

HW Blake High School for the Performing Arts - Tampa, FL

Graduated June 1999

Salutatorian of graduating class

Skills

Expert:

- Creating **wireframes, site maps, and user flows** using Omnigraffle, Sketch and other tools
- Conducting **user research** and **user testing**
- Constructing **user personas**
- Assessing **analytics** and other performance metrics
- Defining **content strategy**
- Conducting **competitive analyses**
- Writing **user scenarios, use cases, and product requirements**
- Creating and giving **presentations**
- Leading **design and ideation workshops**

Novice:

- **Product Managing** design/development teams using agile tools and methodologies
- Using **Adobe Suite** and **Sketch** for web and print design
- Web programming with **HTML/CSS** and **PHP/MySQL**

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Experience

Educator

- General Assembly** - UX Design (Immersive, Part-Time, and Intro courses) **January 2016 - Present**
- New York University** - Lean Launchpad (Graduate) **Winter 2016**
- School of Visual Arts** - The Interactive Idea (Undergraduate) **Spring 2014**

Freelance User Experience Designer

- MIT Media Lab** **January 2015 - December 2016**
 - Lead discovery, strategy, and concept design phases of Media Lab website redesign project
 - Delivered wireframes, user flows and content models

- Lolly Wolly Doodle** **August 2013 - December 2016**
 - Worked with product manager and tech lead to concept and prototype DesignedByMe, an iPad app for kids to create and share their own dress designs and parents to buy them
 - Delivered wireframes and user flows for alpha, beta, and subsequent enhancements

- Slated** **June 2011 - December 2016**
 - Worked with CEO/Founder to define product requirements for Slated, a community for indie filmmakers
 - Delivered wireframes and user flows for alpha, beta, subsequent enhancements, and new products
 - Defined success metrics and conducted customer analysis to inform product development cycle
 - Managed product roadmap and weekly design/development sprints

- Complex Magazine** **November 2012 - September 2013**
 - Worked with general manager to re-concept Superglued, a mobile, social website for live music
 - Delivered wireframes and user flows for website redesign
 - Planned and managed weekly design/development sprints

- Clothia** **July 2012 - November 2012**
 - Worked with CEO/Founder to re-concept Clothia, a social fashion app for the iPad
 - Delivered wireframes and user flows for iPad redesign

- Signpost** **December 2011 - February 2012**
 - Conducted surveys, user interviews, and user tests to research and validate a new Signpost product, a self-service digital advertising platform for small businesses
 - Delivered strategy for developing new product features and functionality based on research findings

Senior User Experience Designer **May 2009 - March 2011**

Blenderbox - Brooklyn, NY

- Lead discovery and strategy for various educational, non-profit, and foundation clients
- Delivered wireframes, user flows, and content models for web/mobile projects on a variety of platforms
- Lead internal project to redesign the 2012 Webby Award-winning Blenderbox website

User Experience Designer **November 2007 - April 2009**

Woods Witt Dealy & Sons - New York, NY

- Assisted in the planning and strategy for a large, multi-channel retail client
- Delivered wireframes and user flows for various marketing and e-commerce web projects
- Conducted user testing on various clients' websites