

Sera Bennett

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Portfolio

User-Centered and Innovative UX/UI Designer

Experienced UX/UI designer with seven years of expertise in creating seamless, engaging digital experiences for web and mobile applications. Skilled in user research, wireframing, prototyping, and interactive design. Passionate about designing intuitive interfaces that enhance user satisfaction and business performance.

Professional Experience

UX/UI Designer

Bright Innovations | Seattle, WA

April 2020 - Present

- Designed intuitive UI that improved customer retention by 30%
- Conduct user research and A/B testing to refine product experiences and increase usability
- Develop interactive prototypes for web and mobile applications using Figma and Adobe XD

Graphic Designer – UX/UI Focus

Elevate Digital Agency | Seattle, WA

June 2017 - March 2020

- Created user-friendly designs for e-commerce and Software as a service (SaaS) websites, increasing conversions by 20%
- Designed mobile app interfaces, collaborating with developers to optimize responsiveness and performance
- Built wireframes and conducted usability testing to refine design elements

Education

Bachelor of Science in Graphic Design and Interactive Media (B.S.)
University of Washington | May 2017

Key Skills

- UX design
- UI design
- Wireframing and prototyping
- Adobe XD, Figma, and Sketch
- Usability testing and user research
- Front-end development (HTML, CSS, JavaScript basics)

Certifications

- Google UX Design Professional Certificate | 2020
- Adobe Certified Professional (ACP) – Adobe XD | 2018