

Amie Louise Enriquez

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PROFESSIONAL SUMMARY

UX Researcher able to perform user research to understand problems and product use insights. I am able to identify the most appropriate methods, create protocols and plans, generate recruitment screeners, moderate sessions, analyse results, compile reports, and present findings.

SKILLS

User Research
User interviews
User Observations
Persona Creation
Usability Testing
Wireframing & Prototyping
User Flows
Information Architecture
Journey Mapping
Heuristics Evaluation
Affinity Mapping
Leadership
Communication
Teamwork

TOOLS

Figma
Miro
Trello/Jira
Canva
Google Docs, Slides, Sheets
Slack

EDUCATION

UX/UI Certificate

University of Toronto School;
Toronto, Ontario | 2022

User Researcher and Testing for UX Writing Certification

Udemy.com | 2023

UX PROJECTS

The Giving Hand

Developed a mobile app product for users wanting to make a difference in a person's life through a great cause.

Key Responsibilities:

- Recruiting participants for research and data studies
- Design, plan, and execute user research projects with the collaboration of team members
- Manage full UX research and Information Architecture that includes wireframes, sitemaps, flowcharts, user's journey

Key Achievements:

- Some of the things we concluded were that over 50% of users would prefer donating food and clothing as opposed to money.
- Actual PROOF that their donation is going towards helping people. Too many times have people donated money and not known where their money is going.

Fandango: UI Redesign

Redesigning a third party cinema app to establish a secure and reliable source to purchase cinema tickets online and online streaming for movie consumers

Key Responsibilities:

- To create, plan and recruit participants for user interviews for research studies
- Design and create UX Research Charts and Tools(Feature Prioritization, User Journey Maps, etc..) to create a visual direction of the redesign

Key Achievements:

- 35% of our users prefer to buy tickets online or through mobile apps
- 58% of our users prefer to buy movie tickets through official cinema websites are it is secure and reliable.

Gulchee

A start up app for newly graduated teachers to connect and be mentored by professionals in the educational field.

Key Responsibilities:

- To have clear and excellent communication, presentation, and interpersonal skills.
- To oversee and record all iterations and be in constant communication with the team to ensure that all goals are met and noted in the timeline provided.

Key Achievements:

- Newly graduated teachers would like to connect with professional mentors to gain experience and insight
- To network with other teachers to exchange knowledge and experience through an online community

PROFESSIONAL EXPERIENCE

Early Childhood Educator

2018 - 2021

Pluto Daycare; Kitchener, ON

Simplified complex ideas for the staff and supervisor. Collaborated to manage multiple tasks in a fast-paced work environment and solved problems by demonstrating communication and leadership skills. Maintained and fostered positive and constructive interactions with staff, families, and children.