

# YESENIA DE LEON

UX Designer

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## WORK EXPERIENCE

### CULTURAL CARE AU PAIR

UI Designer | Jun, 2018 - Current

Currently, I'm focusing on wireframing, prototyping, executing high fidelity designs and user testing on various digital platforms for Cultural Care. From landing pages to blogs and our websites.

### FIDELITY INVESTMENTS

UX Designer | Apr, 2015 - Nov, 2017

My time at Fidelity started on the Online Customer Experience team as an Interaction Designer. I made prototypes of the homepage and log-in experiences using Sketch, Axure and code. Most notably I mocked up an entirely new experience for managing account statements using Angular JS. After working for the Online Customer Experience team, I had the opportunity to join an internal technology team as a UX Designer. This team was responsible for making applications for investment managers. As a UX designer, I gathered business requirements, rapidly prototyped from paper to pixel-perfect visual designs and help with CSS when needed.

### ECHO & CO.

Assistant Developer | Sep, 2014 - Mar, 2015

At Echo & Co. I was a part of a 6 month full time co-op. I learned the fundamentals of working in an agile development team. I gained skills in SASS, Git, PHP, as well as theming and deploying content managements systems such as Drupal and Wordpress.

### HARVARD BUSINESS SCHOOL

Technology Intern | Jan, 2014 - Jun, 2014

In this paid internship, I worked closely with HBS Communications Specialists to develop internal websites for the staff using Microsoft Sharepoint. I also took part in monitoring usability testing.

## EDUCATION

### EMERSON COLLEGE

B.A Interactive Media | Sep, 2012 - May, 2014

### BUNKER HILL COMMUNITY COLLEGE

A.A Communications | Sep, 2009 - May, 2012

## PROJECTS

## RAW ART WORKS

Board Member | Oct, 2015 - Current

I truly believe in giving back, especially to the people and neighborhood that raised me. Raw Art Works (RAW) is a youth arts organization in Lynn, MA focused on art therapy. They provide programs in visual arts, digital film and more. RAW allowed me to be the designer I am today and by being a board member, I try my best to be the voice that represents the kids who walk through the front doors every day.

### SKILLS

HTML

CSS

Git

Axure

InVision

Sketch

Photoshop

InDesign

Autodesk Maya

Final Cut Pro