| **Themis García** **Product UX Designer** | themis.ariana@gmail.com t[hemisgarcia.com](http://themisgarcia.com) [linkedin.com/in/themisgarcia/](https://www.linkedin.com/in/themisgarcia/)(787) 628-8405  |
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**WORK EXPERIENCE**

## **UX Designer II, Product ALSAC/St. Jude Children's Research Hospital**  November 2022 - Present Memphis, TN

##

UX Designer, Digital Donation Products for American Lebanese Syrian Associated Charities (Fundraising and Awareness Organization for St. Jude Children's Research Hospital)

* Optimized the user experience for digital donation platforms, enhancing usability, accessibility, and engagement. This resulted in a 5% increase in conversion rates across all devices for over 1.5 million annual donors.
* Designed a new donation product aimed at maximizing donor engagement and boosting contributions by strategically improving marketing journeys.
* Collaborated with cross-functional teams including managers, researchers, and data analysts to conduct behavioral and sentiment analysis, which enhanced product personalization by merging quantitative and qualitative insights.
* Managed UX story delivery, coordinating development processes to ensure timely updates. Continuously gathered and integrated user research to refine design strategies and improve user satisfaction.

##

## **Postdoctoral Fellow - Accessibility Designer NYU Ability Project**  August 2021 - August 2022 Brooklyn, NY

##

## Research Residentfocused on design, accessibility and technology.

## Led the pilot project for improving navigation for blind and low vision users at the Ability Project facilities.

## Created and published design guidelines and a universal design system for generating tactile maps.

## Conducted workshops and provided mentorship on digital accessibility and inclusive design to over 100 graduate students and faculty.

## **UX Designer**  **Raincoat, LLC** March 2021 - September 2021 Brooklyn, NY

##

Designed and successfully launched an app for an insurance startup.

* Designed and tested deliverables for an end-to-end purchasing experience on a fast-paced timeline; implementing new interaction features to allow scalability towards future markets.
* Used an Agile framework to collaborate with a cross-functional team of engineers and data scientists to design data-driven products.

## **Disability Representative Assistant / Designer Caso a Caso** January 2015 - August 2019 Bayamon, Puerto Rico

##

Transitioned into a Designer role from Disability Representative Assistant. Worked on a range of human-centered design solutions to improve the service experience.

* Re-designed the service model from in-person to a 90% remote within two years, saving on office expenses, expanding digital client outreach, and contributing to the company’s 81% success rate in cases, when the average is 41%.

# **EDUCATION**

## **New York University**  New York, NY | May 2021

Master's Degree in Interactive Telecommunications Program (ITP)

## **Pompeu Fabra University**  Barcelona, Spain | June 2016

Post-graduate Certificate in Usability, UX and Interaction Design

## **Puerto Rico University**  San Juan, PR | May 2008

Bachelors’ Degree in Fine Arts and Art History

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# **SKILLS**

**DESIGN:** UX Design & Interaction Design, Visual & Prototyping, User Research & Insights, Accessibility & Inclusive Design, Strategic UX, Agile & Kanban Methodologies

**TOOLS:** Figma, Axure, Adobe Creative Suite, User Testing, Wevo, Adobe Analytics, Adobe Experience Manager (AEM), Microsoft Office, Google Workspace, JIRA

**PROGRAMMING:** HTML, CSS, Familiarity with: JavaScript (P5.js, Three.js, WebXR) Jekyll, Arduino

**LANGUAGE:**

English & Spanish (Native)