Themis García

Product UX Designer

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Scan QR Code
to view portfolio
themisgarcia.com

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

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)

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   **NYU Ability Project**
August 2021 - August 2022   Brooklyn, NY

Accessibility Designer focused 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%.