EDNA ZAYURI FENG
VISUAL DESIGN • UI/UX

CONTACT
www.ednazayuri.com
ednazayuri@gmail.com
210.689.2798

EXPERIENCE

Ansira • Dallas, TX / Remote
Digital Designer

August 2021 to March 2024

- Designed wireframes, hi-fidelity prototypes and updated Figma and Adobe XD libraries for email template
- Animated GIFs for email headers, social ads and videos
- Created and edited video animations, managed version control and exported videos in proper format through Adobe Media Encoder
- Led team brainstorming and concept development in meetings weekly
- Managed and provided feedback on revisions to our international production team monthly
- Designed website mockups for new client proposal presentation decks
- Communicated design concepts, creating wireframes in real-time during meetings with teams and clients
- Designed for many diverse accounts such as Wendy's, It's Just Wings, Edible Arrangements, United Health Care and others

ECI Software Solutions • Ft Worth, TX / Remote
Web Designer / UI/UX Designer
Mar 2020 to August 2021

- Designed Adobe XD wireframes for B2B UI/UX prototypes, rationalized UX flows, and refined assets for developer handoff
- Worked with developers and SEO analysts to improve click-through rates and UX
- Updated brand guidelines to desktop and mobile sites for improved responsiveness and accessbility for diverse range of users
- Engaged in bi-weekly Scrum/Agile meetings for design brainstorming and feedback via Asana and GoToMeeting

DriveAds • Dallas, TX
Creative Director
Feb 2019 to Mar 2020

- Designed print collateral such as pamphlets, flyers, and business cards
- Created digital ads for Facebook and social media accounts
- Managed presentation updates, print production, client communication, and file preparation, including printing, laminating, and troubleshooting using Caldera

Indyfin • Dallas, TX
Freelance Illustrator
Feb 2019 to June 2019

Scribbler • Dallas, TX
Visual Designer / UI Designer
Jan 2019 to May 2019

- Designed consumer products, maintaining brand consistency
- Built wireframes and oversaw general UI for their website's blog

DisruptED • Austin, TX / Remote
Visual Designer / UI Designer
June 2017 to January 2021

- Maintained a brand identity consistent across all platforms - digital & print
- Researched, managed and designed content on children's activity pages
- Assisted with side illustrations
- Developed branding identity for packaging design and its printed content
- Collaborated with brand strategist to create social media graphics
- Built wireframes for app, designed screens and developed prototypes on Invision

CERTIFICATIONS
Google / Coursera

Foundations of User Experience (UX) Design
January 7, 2024
- Understand foundational concepts in UX design; user-centered design, design process, accessibility, and equity-focused design.

Start the UX Design Process: Empathize, Define, and Ideate
February 18, 2024
- Empathized with users to understand their needs and pain points through user interviews
- Developed problem statements to define user needs.
- Generated ideas for possible solutions to user problems.

Build Wireframes and Low-Fidelity Prototypes
March 11, 2024
- Create storyboards for solutions to user needs
- Create paper wireframes, digital wireframes, and designed low-fidelity prototypes on Figma

Conduct UX Research and Test Early Concepts
April 8, 2024
- Planned and conducted usability studies, both moderated and unmoderated
- Analyzed study findings to extract insights
- Presented research methods and insights effectively
- Adapted low-fidelity designs based on research results

PROGRAMS
Figma
Adobe Suite
Sketch
- Adobe XD
- Adobe After Effects
- Adobe Illustrator
- Adobe Indesign
- Adobe Photoshop
- Adobe Workfront
- Adobe Media Encoder
Asana
Box
Invision
Microsoft Teams
Miro
Powerpoint
Slack

SKILLS
Art Direction
A/B Testing
Agile / SCRUM
Branding Systems
Email Design
Motion Design
Prototype
Typography
UI / UX Interviews
Usability Testing
UX Research
Visual Design
Wireframing

EDUCATION

Texas State University •
San Marcos, TX
BFA in Communication Design

Southern Methodist University • Dallas, TX
Major: Graphic Design