



# NYESHA A. VIECHWEG

UX DESIGNER & GRAPHIC DESIGNER

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I am a UX Designer with a degree in graphic design, dedicated to creating thoughtful product design solutions that are user-centric. In graphic design, I create visual works of art that speak for themselves through my clever use of aesthetics and communication, in order to evoke both emotions and responses. As a UX Designer, I use this same skill with my ability to research, empathize, and deliver intuitive design solutions that not only evoke positive emotions and responses, but also improve the user's overall experience with a product.

## SKILLS

### UX/UI

UX Research, Persona Creation, Information Architecture, Heuristic Analysis, Usability Testing & Report, Sketching, Wireframing, Prototyping, User Interface Design.

### TOOLS

Sketch, InVision, Figma, Adobe Creative Suite including Photoshop, Illustrator, InDesign, After Effects, and Premiere, Cinema 4D, Microsoft Office, Microsoft Powerpoint, WordPress.

## AWARDS

Phi Beta Kappa | 2018  
*summa cum laude* | 2018  
Dean's List | 2013 – 2018

## EDUCATION

### GENERAL ASSEMBLY, NYC

User Experience Design Immersive  
Oct – Dec 2019

### CUNY CITY COLLEGE OF NEW YORK

Bachelor of Fine Arts  
Major: Electronic Design & Multimedia  
Class of 2018

## VOLUNTEER

### PROLOGIS INC.

Administrative Support | Nov 2011 – Feb 2019

Assists with paper work, organizing files, phone calls, and running small errands.

## EXPERIENCE

### RETREAVEL

UX Design Consultant | Nov – Dec 2019

Provided a website redesign of a marketplace for global wellness travel escapes and experiences. Met client's goals of redesigning the website to be more appealing to its targeted audience in terms of color schemes, website features, and its overall sense of trust and quality for its customers. Methods included: Heuristic Evaluation, Screener Survey, User Interviews, Competitive Matrix, Affinity Mapping, Persona, Journey Map, Problem Statement, Competitive/Comparative Feature Analysis Chart, MoSCoW Map, Design Studios, Low-Mid-Hi Fidelity Wireframes, Prototype, Usability Test & Report, Functional Annotations, and Spec Doc.

### GENERAL ASSEMBLY, NYC

User Experience Designer | Oct – Jan 2020

Over the period of ten weeks, experienced professional training as a full-time immersive student in the User Experience Design Immersive program. Worked on five different individual and team projects, intended to test my ability to think and create user-centered design.

### FREELANCE GRAPHIC DESIGNER

Graphic Designer and Illustrator | Jan 2015 – present

Designs logos, cover art, invitations, and portrait illustrations.  
Performs photo retouching.

### READER'S DIGEST MAGAZINE

Digital Photo/Design Intern | Aug 2018 – May 2019

Conducted photo research for daily web posts and slideshows for rd.com. Performed photo retouching on stock photography. Uploaded and archived original rd.com artwork into DAM.

Created design layouts for print magazine. Designed a set of book covers for the company's classic mystery series (Best Mysteries of All Time). Collected, prepared, and handled props for inhouse photo shoots.

### TOYMAIL.CO

Graphic Design Intern | Oct 2015 – Jan 2016

Created promotional materials for website, social media, and advertising, such as posters and infographics, to show how the toys work. Composited product images of the toys with original vector designs and stock images. Retouched product images. Designed page layouts for the website.