



Tiffany Billey | UX/UI Designer & Product Designer

Experience

Lead UX Designer | Heybor (July 2019 - Present)

- Redesign the interface for the IOS and Android application
- Work closely with stakeholders, the engineering team, the marketing team, and the business team to identify design challenges and come up with solutions that fit the users' needs
- Conduct in-field user research, focus groups, and surveys to gain user insights
- Translate user research into designs in the form of sketches, storyboards, user journeys, digital mockups, wireframes, and prototypes
- Lead a team of engineers in the design, development, and implementation of the user interface
- Establish the company's first design system and guidelines
- Test the validity of the designed solution with usability testing, gorilla testing and a/b testing

Lead UX Designer | Parlend (Dec 2018 - Present)

- Redesign the user interface that is set to launch in Spring 2021
- Collaborate closely with business and engineering teams to translate design challenges into a simple user-focused solution (sketches, digital mockups, wireframes, and prototypes)
- Plan and execute user research and usability testing intervals
- Develop visual elements like the logo, icons, and the company's branded mascot
- Create user personas, wireframes, and prototypes
- Conduct card sorting, usability testing, user interviews, and tree testing

UX Research Intern | Tiltsta (May 2018 - Aug 2018)

- Conducted over 500 in-person usability test
- Developed testing cards
- Implemented the company's first wishlist system to the interface
- Conducted over 30 eye-tracking test
- Collaborated with the marketing team to create the first and only brand book

UX & Front End Web Dev. Instructor | Marble Hill High School (Sept 2017 - Feb 2019)

- Taught a class of 30 high school students once a week the design theory, HTML, CSS, MIT Scratch, and MIT App Inventor
- Developed UX based lesson plans
- Coordinated focus groups for the students to learn how to conduct user research

UX Intern | MusED Lab (Jun 2016 - Dec 2018)

- Conducted A/B testing and focus groups with children under the age of 13
- Helped teachers implement MuseED Lab applications into their lesson plans
- Created the only form of an instructional card that accompanies each application
- Programmed a music scratch extension using JavaScript

School Involvement

Historian of the Organization of Black Women, Founder of the Mission Control Magazine, NYU Tandon Freshman Mentor, Team Leader in Delta Gamma Fraternity, Member of National Society of Black Engineers

Contact Information

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Willing to relocate

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Education

New York University Tandon School of Engineering

Fall 2014 - Fall 2018

Bachelor of Science

Major: Integrated Digital Media with a focus in HCI

Minors: Business Technology Management, Science Technology Studies

Skills

Software

- Sketch
- Adobe XD
- Figma
- Invision
- Photoshop
- InDesign
- Illustrator

Design

- Usability Testing
- User Research
- Product Design
- Web Design
- Design Strategy
- Storytelling
- Prototyping
- Storyboarding