

# ETTIENNE SANJAMINO

UX/UI Designer with a background in psychology and over 5 years of customer service and banking expertise. Experienced in end-to-end design, covering skills such as user research, prototyping, usability testing, and creating intuitive design systems. Strong track record in B2B and B2C design projects, with a focus on collaboration, leadership, and delivering user-centered solutions.

## CONTACT

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## EDUCATION

Bachelor of Psychology  
John Jay College

## SKILLS

UX Design	UI Design
User Research	Prototyping
Wireframing	Usability Testing
Design Systems	Agile Methodologies

## TOOLS

Adobe CS	Miro
Figma	Wordpress
JIRA	Sketch

## CERTIFICATIONS

UX/UI Foundations  
Avocadoademy

Common Design Patterns  
Uxcel

AI in UI/UX Design  
Uxcel

Design Accesibility  
Uxcel

## RELEVANT WORK EXPERIENCE

○ May 2024 - Present

Sahana Inc. | Remote

### Founding UX Designer

- Spearheaded all UX design as the sole designer at a start-up from user research to prototyping to collaborating with engineers.
- Designed and developed an MVP prototype within one month, showcasing the ability to deliver high-quality designs under tight deadlines.
- Coordinated with various departments and worked closely with the CEO to create functional designs that aligned with business objectives and user needs.
- Collaborated with the development team to ensure accurate implementation of designs by providing detailed specs, annotations, and ongoing support during implementation.

○ March 2023 - Nov 2024

Freelance Contracts | Remote

### UX/UI Designer

Solutions Therapy and Wellness

- Redesigned client website to enhance flow and readability, complying with WCAG standards for improved accessibility.
- Revamped typography and color palette to align with brand identity, resulting in a cohesive and visually appealing user experience.
- Implemented responsive design, optimizing the site for all devices and contributing to increased conversion rates and enhanced customer satisfaction.

### NEXT

- Managed a design team in the redesign of a SAAS mobile application with a primary focus on improving the flow and organization of content.
- Developed a prototype and performed unmoderated usability testing pinpointing visual inconsistencies and user pain points.
- Redesigned layout and navigation to enhance content organization, resulting in decreased user task completion times.
- Maintained existing design system, implementing component and style guide updates to support future application expansions.

### Circlez

- Led remote design team in the creation of a B2C mobile goal-tracking application aiming to connect individuals with shared goals.
- Demonstrated exceptional leadership in an agile environment, facilitating communication and collaboration between the client and designers.
- Crafted a comprehensive design system as a resource for development, redesigns, and app expansions.
- Delivered detailed developer handoff complete with annotations and measurements for a smooth transition into the development phase.

### Najaa

- Collaborated with the design team to create a B2B2C mobile application offering support to recovering addicts.
- Conducted competitive analysis to identify strengths and weaknesses, market trends, and pinpoint areas of user dissatisfaction.
- Utilized qualitative and quantitative data to craft user flows, journey maps, and wireframes, laying the foundation for the development of high-fidelity mock-ups.
- Worked closely with stakeholders to refine the overall design, reducing cognitive overload and improving the user experience while aligning with business goals.