

PAULINE GEFIN

UX DESIGNER

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A narrative-driven UX designer currently leading a UX design team in agile product development. Skilled in problem-solving, attention to detail, and cross-functional collaboration. Passionate about turning customer problems into user-centric solutions that drive business success through customer delight.

UX WORK EXPERIENCE

UX Design Lead at [Foundation for Intentional Community](#) Sep 2024 – Present | US (Remote)

- **Leading the website redesign in an Agile environment** by collaborating with stakeholders to establish vision boards and high-fidelity prototypes to support iterative testing and create a user-centered experience.
- **Updating the existing design system** by refining components, visual styles, and accessibility standards while collaborating with developers to ensure technical feasibility and consistency across the website redesign.

UX Researcher Lead at [Tech Fleet](#) Apr 2024 – Sep 2024 | US (Remote)

- **Facilitated cross-departmental alignment and informed product strategy**, extracting 4 high-level insights from 8 user interviews and analyzing data through Affinity Mapping.
- **Aligned user research with product goals** by providing insights for user stories, user personas, user flows, and high-fidelity wireframes by conducting primary and secondary research and ensuring cross-functional alignment.
- **Led usability study preparation** by producing a usability test plan, discussion guide, screener survey, and prioritized acceptance criteria, supporting an iterative design process to refine the user experience.

UX Designer at [CareerFoundry](#) Apr 2023 – Jan 2024 | US (Remote)

- **Reconciled business goals with user needs** by delivering 2 end-to-end design projects by applying design thinking, establishing requirements, and maintaining a feedback loop with users.
- **Implemented user-centric design** by conducting 15+ user interviews and 3 usability tests to develop user personas, flows, and journey maps and iteratively enhancing the user experience by applying user feedback.
- **Delivered 3 MVPs** by producing 100+ high-fidelity Figma prototypes and mockups, 2 style guides and component libraries, and optimizing designs through collaboration with a front-end developer.

FILM EXPERIENCE

Cinematographer / Filmmaker *Freelance in Film and TV Industry* Nov 2015 – Apr 2023 | US

- Fulfilled business metrics by producing an advertisement campaign with 1M views by conducting market research and developing a cross-functional visual strategy.
- Executed +100 advertisement campaigns and adhered to brand guidelines—key clients: **Nike, LEGO, Google.**
- Facilitated effective communication with leadership and stakeholders by presenting storyboards, moodboards, and reports to effectively plan and articulate complex concepts and ideas.

EDUCATION

Agile Certification at [TechFleet](#) Oct - Nov 2024

UX/UI Design Bootcamp at [CareerFoundry](#) Apr 2023 – Jan 2024

MA Cinematography at [MET Film School](#) Oct 2014 - Nov 2015

SKILLS & TOOLS

Skills: Agile, Design Thinking, UX research, User Interviews, Usability Test, User Personas, User Flows, User Journeys, Competitive Analysis, Wireframing, Prototyping, Visual Design, Style Guides, Component Library

Tools: Figma, FigJam, Figma Slides, Usability Hub, Photoshop, Optimal Workshop, Notion, Trello