

Jordan Gozinsky

UX/UI Designer | User Experience Research | Interaction Design

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SUMMARY

Creative and detail-oriented **UX/UI Designer** skilled in **user research, wireframing, prototyping, and usability testing**. Proficient in **Figma, Miro, Adobe Creative Suite**, and passionate about crafting user-focused designs that solve problems and enhance digital experiences.

SKILLS

Design: UX Design, UI Design, Interaction Design, Wireframing, Prototyping, High-Fidelity Design

Research & Testing: User Personas, User Interviews, User Flows, Usability Testing, Empathy Mapping, Affinity Mapping, WebAIM Accessibility Standards

Tools: Figma, Miro, Jitter, Adobe Creative Suite, Slack, HTML, JavaScript, Python

EDUCATION

Stony Brook University, *UX/UI Certificate, E-Learning* **01/2025**

Binghamton University, *Bachelor of Arts in English, Binghamton, NY* **01/2019**

UX/UI PROJECTS

BuddyBoost: Designed a mobile app to foster local friendships through surveys, interviews, personas, and journey mapping in **Miro**; built **wireframes**, high-fidelity mockups, and a **prototype** in **Figma**; conducted **usability testing** to resolve navigation gaps and recommend new features

StreamScape: Built a mobile streaming app, refining **wireframes** and flows in **Figma** using **competitor research** and **user interviews**. Developed 50+ prototypes; **usability testing** (5 rounds) reduced navigation errors by 40%. Redesigning with genre filters, improving search efficiency by 35%

Javori Designs: Redesigning e-commerce site interfaces with surveys/interviews in **Miro**. Produced 20+ wireframes and mockups in **Figma**; usability testing raised satisfaction scores by 22%. Added reply/report features, increasing engagement by 18%

PROFESSIONAL EXPERIENCE

UX/UI Designer - DesiHeart, NY, NY **09/2025 – Present**

- Collaborate closely with clients to align on goals, timelines, and deliverables using tools such as **Slack, Trello, Jira, and Confluence**, ensuring 100% on-time delivery
- Incorporate client and user feedback alongside analytical insights to refine designs, improving task completion rates in **usability tests** by 30%

UX/UI Designer - Freelancer, NY, NY **11/2024 – Present**

- Conduct **user research** with 20+ participants, perform **usability testing**, and create **personas** to increase design alignment with target user needs by 25% based on feedback scores
- Develop 15+ **wireframes** and **high-fidelity prototypes** in **Figma** to accelerate design approval timelines by 20%

VFX Artist - Freelancer, NY, NY **03/2023 – 11/2024**

- Delivered **40+ photorealistic simulations** with **Nuke, After Effects, Maya**, driving **80% repeat clients**; streamlined workflows via **Slack/Google Drive**, meeting **100% of deadlines**

VFX Artist, Coordinator & Editor - Alkemy X, NY, NY **11/2019 – 03/2023**

- Produced **hundreds of shots** for TV and film (**roto, paint, keying, 2D/3D tracking**); QC'd 500+ **final shots** in **Nuke Studio** with **99% accuracy**; partnered with CG teams to cut **revision cycles 15%**; coordinated 10+ artists via **ShotGrid/Deadline**