



NYESHA A. VIECHWEG

UX DESIGNER & GRAPHIC DESIGNER

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I am a UX Designer who loves creating effective product design solutions that are stemmed from user data, creative thinking, and a creative eye for visual design. With my background in graphic design, I've always used my design aesthetics and communication skills to create visual works of art that speak for themselves, while evoking emotions and responses from my audience. As a UX Designer I carry these same skills with me to not only evoke emotions and responses, but to ensure that they are always a positive experience driven by good user research, a high sense of empathy, and intuitive thoughtful design.

SKILLS

UX/UI

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

TOOLS

Adobe XD, Figma, Sketch, InVision, 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

PENGUIN RANDOM HOUSE

Freelance UX Designer / Graphic Designer | Feb 2020 – present

Creates functional interactive prototypes from mid-hi fidelity mobile and desktop wireframes for user testing.

Designs numerous pins and images for articles featured on the Penguin Random House consumer site, and sites within their network such as Brightly and Read it Forward. These pins and images are promoted on various social media platforms such as Pinterest, Facebook, Twitter, and Instagram.

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 Design Immersive / UX 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.