

## CONTACT

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## EDUCATION

### CareerFoundry

Certificate Product Design  
February 2024 - November 2024

### Northland Center for Advanced Professional Studies

Business Accelerator  
August 2021 - May 2022

## TECHNICAL SKILLS

- Business Strategy
- Customer Engagement
- User Interviews
- User Research
- Competitor Analysis
- User Personas
- User Flows
- Wireframing
- Prototyping
- Testing
- Accessibility Design
- Front-End Responsive Design
- Figma
- VS Code
- CSS
- HTML
- Github
- Miro
- Milanote
- Optimal Workshop
- Canva
- Lyssna
- Procreate
- Microsoft

# ROXANNE GODOY

5 years of retail management experience in business operations, customer engagement, and customer-focused solutions.

## PROJECTS

### Research - Vela Weather App

March 2024 - September 2024

Final Project at CareerFoundry

- Addressed the need for water sports enthusiasts to access accurate, easy-to-understand weather reports to ensure safety.
- Conducted comprehensive research including competitor analysis, user interviews and surveys, card sorting, and affinity mapping.
- Developed user personas and flows, created wireframes, and progressed through low, mid, and high fidelity prototyping, followed by testing.
- Designed an intuitive built-in analyzer providing personalized weather insights and condition-based skill-level advice for users.

### Research - Chatbots for Financial App

February 2024 - March 2024

UX Research at Career Foundry

- Tackled the challenge faced by Gen Z and Millennials who often feel unprepared to manage finances due to a perceived lack of knowledge and limited access to resources.
- Conducted research involving competitor analysis, user interviews and surveys, and developed user personas, followed by wireframing and testing.
- Created a solution that features an interactive chatbot to guide users step-by-step in creating financial plans.
- Enabled users to access real-time financial guidance and analytical support for significant decisions like purchasing a car or buying a house.

## PROFESSIONAL EXPERIENCE

### Target - Kansas City, MO

February 2023 - September 2024

Style Consultant

- Improved customer satisfaction by delivering tailored product recommendations, contributing to meeting or exceeding daily sales targets by 5-10%.
- Coordinated with team leaders to ensure seamless execution of 2-3 store promotions or floor resets per month.
- Resolved customer issues efficiently, reducing resolution times and improving customer satisfaction during peak seasons.
- Reorganized the sales floor weekly, resulting in a noticeable increase in product visibility and customer navigation by 10% or more
- Processed transactions at peak times, ensuring a smooth and efficient checkout experience for customers.

### Wild Moxi - Kansas City, MO

October 2020 - December 2022

Owner & Founder

- Aligned business goals with user needs to create mutually beneficial outcomes.
- Managed daily operations with a product selection of over 300 items, including customer interactions, product selection, and strategic marketing, to ensure a seamless and engaging user experience.
- Forecasted expenses and revenues, maintaining budget efficiency based on customer's needs and achieving a 15% reduction in operating costs.
- Analyzed performance data to optimize processes and improve outcomes.
- Involved customers in selecting new arrivals, boosting social media engagement by 30%, and strengthening loyalty.
- Conducted market research by attending industry conventions and gathering insights to enhance product offerings and align with user needs.