ROXANNE GODOY

CONTACT

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EDUCATION

CareerFoundry

Certificate - Product Design

Certificate - Frontend Design

February 2024 - March 2025

Northland Center for Advanced Professional Studies

Business Accelerator

August 2021 - May 2022

TECHNINCAL SKILLS

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

Passionate UX/UI Product Designer who blends creativity with a keen eye for detail. Skilled in user research, wireframing, and prototyping, with a focus on simplifying processes and creating intuitive, user-centered solutions. Known for adaptability and a collaborative mindset, with project experience aligning user needs and client objectives.

UX/UI DESIGN PROJECTS

Completed the CareerFoundry UX/UI Design Program, learning the end-to-end design process, agile methodology, Scrum, and product life cycles. The projects below were part of my program experience and reflect my application of the design process.

POS System December 2024 - February 2025

Nordstrom Rack

- Improved the outdated POS system by enhancing its structure, navigation, UI, and notifications for better efficiency.
- Conducted user interviews to identify pain points and collaborated with front-end employees to refine the system.
- Created a sitemap and interactive prototype to streamline functionality and speed up checkout.
- Led usability testing with front-end employees to gather feedback and optimize design improvements.

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.

PROFESSIONAL EXPERIENCE

New Testament Church - Remote June 2025 - September 2025

Freelance - UX Product Designer

- Partnered with the client to define project goals and prioritize features that would encourage ongoing use of the site.
- Conducted user interviews to uncover pain points and identify opportunities for clearer navigation and engagement.
- Created user personas and restructured the information architecture through a new site map.
- Designed low-, mid-, and high-fidelity prototypes, validating design choices through usability testing.
- Developed a style guide to ensure consistency and support future implementation on Wix.
- Maintained consistent communication with the client to ensure alignment on design decisions.

Nordstrom Rack - Southlake, Texas September 2024 - Present

Service Experience

- Provided fast and friendly checkout experiences, processed returns, and assisted customers to ensure high satisfaction.
- Promoted store credit card sign-ups by effectively communicating the benefits and contributing to daily team goals.
- Organized and prepared new merchandise from deliveries, ensuring items were accurately tagged, sized, and ready for timely placement on the sales floor.