

CONTACT

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EDUCATION

CareerFoundry

Certificate Product Design
February 2024 - March 2025

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
- A/B Testing
- Story Mapping
- Accessibility Design
- Front-End Responsive Design
- Figma
- VS Code
- CSS
- HTML
- Github
- Miro
- Milanote
- Optimal Workshop
- Canva
- Lyssna
- Procreate
- Microsoft

ROXANNE GODOY

Former retail business owner with 5 years of experience in operations and customer experience, now pivoting into UX/UI product design to build intuitive, user-focused products.

PROJECTS

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- Improved the outdated POS system by enhancing its structure, navigation, UI, and notifications for better efficiency.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

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.

Target - Kansas City, MO

February 2023 - September 2024

Style Consultant

- Boosted customer satisfaction and exceeded sales targets by 5-10% through tailored product recommendations and efficient transaction handling.
- Led weekly floor resets and supported 2-3 monthly promotions to improve product visibility and customer navigation.
- Resolved customer issues swiftly during peak seasons, contributing to a smoother in-store experience.

Wild Moxi - Kansas City, MO

October 2020 - December 2022

Owner & Founder

- Founded and operated an e-commerce business with 300+ products, aligning business goals with user needs to create seamless shopping experiences.
- Reduced operating costs by 15% through data-driven process improvements, strategic forecasting, and customer engagement.
- Conducted market research and customer co-creation efforts, boosting social media engagement by 30% and refining product offerings.