

Joy Widger | UX/UI Designer

Orlando, Florida | 414-248-4374

joywidger@gmail.com | LinkedIn: <https://www.linkedin.com/in/joywidger/>

Portfolio: <https://www.joywidger.fun/>

SUMMARY

UX/UI designer who creates intuitive digital experiences that improve user satisfaction and support business goals. I translate research into design systems, wireframes, and prototypes that enhance usability, while applying marketing insight to help organizations boost engagement and growth.

PROFESSIONAL EXPERIENCE

Professional Development

01/2025 - Present

- Continued expanding design knowledge through online learning and practice.
- Maintained and updated personal portfolio to showcase UX/UI projects.
- Researched design trends and tools to stay aligned with industry best practices.

Freelance & Contract UX/UI Designer

The Diallo Group, LLC | Leulu & Co. | Oasys International, LLC (Remote, USA) | *Sep 2023 – Dec 2024*

- Led website redesigns and developed responsive wireframes, prototypes, and a scalable design system in Figma, ensuring cross-platform consistency.
- Increased website engagement by 50%, decreased bounce rates by 55%, and improved session duration by 38% through user-centered design improvements.
- Delivered web pages and mobile app screens that enhanced usability, accessibility, and inclusivity for diverse users.
- Boosted brand awareness by 100% and generated a 65% lift in lead conversions through integrated UX/UI design and digital marketing strategies.
- Collaborated in agile sprints, reducing project timelines by 30% and accelerating design handoffs by 20% for faster product releases.

Relocation from Thailand to the U.S.A. / Professional Development

Nov 2019 - Oct 2023

- Navigated international relocation while adapting to a new cultural and professional environment.
- Explored career opportunities, pivoting toward UX/UI design.
- Completed a UX/UI Design Certificate, mastering user-centered design, prototyping, and responsive design principles.

Art Director / Set Decorator for TV Advertising

Sky Exits Film Production House & Freelance | Bangkok, Thailand | *Apr 2009 – Oct 2019*

- Elevated brand engagement by 40% across multiple TV advertising campaigns by translating brand identity into compelling and distinctive set, prop, and visual designs.
- Spearheaded on-set operations, leading and mentoring teams of 10+ to streamline workflow, resulting in a 15% reduction in average production timelines and marked improvement in team efficiency.

- Managed end-to-end project finances, implementing effective budget controls and resource strategies that slashed production costs by 25–35% while maintaining rigorous quality standards.
 - Cultivated strong client relationships, serving as the primary visual expert and consistently delivering projects that ensured on-time and on-budget completion, leading to sustained repeat business.
-

SKILLS

- **UX Design:** Affinity Diagram, Empathy Map, Ideation, Problem Statement, User Persona, Prototype, Storyboard, Usability Testing, User Flow, User Insights, User Interview, User Journey, User Research, Wireframe
 - **UI Design:** Color Theory, Information Architecture, Sitemap, Interaction Design, Responsive Design, Typography, UI Grids, UI Prototype, UI System, Navigation, UI Testing, Usability, and Accessibility Heuristics
 - **Tools:** Figma, FigJam, Miro, Adobe XD, Adobe Photoshop, Adobe Illustrator, Canva, Zoom, Google Workspace, Jira, Monday, WordPress, Framer, CMS, HTML, CSS, Agile
-

EDUCATION

- **Bachelor of Fine Arts, Painting** | KMITL | Bangkok, Thailand
-

CERTIFICATION

- **SEO** | 2024 | HubSpot
- **UX Deep Dive: Remote Research** | 2023 | LinkedIn Learning
- **UX Research: Journey Mapping** | 2023 | LinkedIn Learning
- **Foundations of Project Management** | 2023 | Coursera
- **UX/UI Design** | 2023 | University of Central Florida | USA
- **Digital Marketing** | 2023 | Jobprepped