

UX/UI DESIGNER

DaiJea Fuller

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EDUCATION

General Assembly UXDI Immersive
General Assembly | 2020

Bachelors of Science
Psychology
Converse University | 2012-2016

IDEO and Acumen Academy Certificate
Storytelling for change
5-week course | 2021

IDEO and Acumen Academy Certificate
Human-centered design 201:
Prototyping
9-week course | 2020

IDEO and Acumen Academy Certificate
Introduction Human-centered design
9-week course | 2020

4Degrees Certificate
Relationship building 101
11-week course | 2020

TEFL Certificate
Foundation TEFL
120-hour course | 2020

UX Methods

Persona creation
Affinity mapping
Journey mapping
Usability testing
Information architecture
Graphic design
Card sorting
User flows
Wireframing
Rapid prototyping
User interviews
Storyboarding

Software

Microsoft Office tools
Canvas
Sales Force
Figma

Languages

Conversational American Sign Language

EXPERIENCE

Senior Assistant Instructor General Assembly | May 2022- current

- Led approximately 15 cohorts of 10–20 students over 4-month cycles, supporting the learning and development of over 300 aspiring UX designers
- Developed individualized learning strategies for cohorts of 10–20 learners to develop their proficiency in user experience (UX) concepts through 1:1 and small group sessions focused on giving and receiving feedback
- Led workshops focused on ideation informed by well-crafted user research, helping students translate insights into actionable design concepts.
- Mentored five new employees through a peer-to-peer onboarding program, providing guidance on tools, workflows, and team culture to accelerate ramp-up time and improve cross-functional collaboration.

UXDI Assistant Instructor General Assembly | Oct 2020 - May 2022

Collaborated with instructional teams and student success efforts to support the learning experience for entry-level user experience designers. Created additional learning programs to accompany the main 480-hour course curriculum.

General Assembly UXDI Immersive

General Assembly | June 2020 - Sept 2020

Completed a 480-hour course on design principles, user behavior research, and hands-on conceptual group projects from ideation to execution.

- **Sole Designer for a conceptual redesign of the site architecture of a B2C e-commerce site.** Responsibilities included heuristic evaluation of the current website, persona creation based on initial user interviews, and card sorting of the current website navigation process and product organization. Additionally, formed a current user flow of existing pain points and a future user flow of the design solution.
- **Design and Project lead for a new feature concept for Ikea.** Iterated from ideation stage to final product with a team on a concept that would send tailored suggestions to users. In addition, also responsible for overseeing project deadlines, identifying objectives and goals, and managing communication between team and stakeholders.
- **User Research Lead on conceptual re-design for Civic Dinners, a live virtual discussion platform.** Responsible for establishing the problem statement, outlining research methodologies, and testing website integration strategy. To ensure that features are accessible and complying with best practices; color blindness accessibility was conducted on the current website's style guide. Saturation and tone were altered to be accommodating to varying types of color blindness.

Computer Instructional Lead

Freelance | Columbia, SC / Remote | June 2016 - Oct 2020

Partnered with job training programs to create tailored learning programs for SC residents seeking to obtain computer and digital literacy skills.

Crew Member

Trader Joe's | Columbia, SC | October 2017 - October 2018

Provided an engaging and informative shopping experience for customers. Stocked and ordered for both seasonal and recurring store inventory.

