Deby Nouanlasy

User experience designer leveraging experience in retail marketing and sales to create a welcoming experience for others.

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EXPERIENCE

User Experience Designer- *Knowt*

Jan 2025 - Oct 2025

- Redesigned the homepage to improve feature discoverability and user engagement, contributing to the app reaching top 3 in the App Store's Education category.
- Restructured the information architecture and layout of the library system, enabling users to easily locate and access files they created, improving overall usability.
- Led a mobile product redesign that elevated the overall user experience, contributing to Knowt's 4.7-star rating on both the Apple App Store and Google Play Store.
- Streamlined the classroom experience by organizing content pages for teachers and students, making shared materials and student progress tracking more accessible.
- Reviewed product analytics to identify engagement issues and designed targeted improvements that enhanced usability and user flow

User Experience Design Apprentice- *Rita XYZ*

Aug 2024 - Feb 2025

- Conducted competitor analysis and collaborated in cross-functional teams to design solutions, refine moodboards, and finalize user journey maps.
- Created wireframes, user flows, and site maps to effectively communicate design ideas within cross-functional teams to enhance collaboration.
- Participated in client meetings to align on brand goals, adapted designs to meet technical limits and client needs, and supported workshops to explore creative layouts and interactions for a better user experience.

Product Design Intern- *Ani*

July 2024 - Oct 2024

- Conducted a design audit to identify usability issues, ensure brand consistency, and suggest improvements for better user experience.
- Designed engaging and intuitive user interfaces for posting, messaging and onboarding flows to enhance user interaction and increase engagement.
- Updated existing designs by incorporating components from the design system to promote consistency, scalability, and efficiency in product development improving development time from 4 weeks to 1 week.

EDUCATION

User Experience Design Certificate

DesignLab
2022-2023

Bachelor of Business Administration

Majors: Marketing, Economics, Communications

Wichita State University
2013-2017

SKILLS

Retail Marketing
Consumer Behavior
Market & User Research
Responsive Design
User Experience Design
User Interface Design
Visual Design
Data Analytics
User Flows
Wireframing
Design Testing & Validation
Prototyping
HTML
CSS

TOOLS

Figma
Maze
FigJam
Webflow
Notion
Miro
Illustrator
Jira
Confluence