

IVAN CREGO

USER EXPERIENCE DESIGNER

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ABOUT ME

I am a trained User Experience Designer with a broad background of experience and education. A dedicated employee with proven achievements in increasing revenue, strategic planning to drive results, project management, building relationships, and championing new ideas for greater outcomes. I am a happy spirit with a great want to learn and grow within my career.. To any project or team, I bring positivity flexibility, team work, and a commitment to the user experience.

EXPERIENCE

LEAD DESIGNER / CONTRACT — KEAN UNIVERSITY — 2020 -PRESENT

Designed guides books, manuals, and voice walkthroughs using UX techniques which resulted in 4000 employees properly trained on the new HR system without face to face interaction during the Covid-19 pandemic.

Responsibilities:

- Developed Training Manuals
- Wire-framing
- Created Guidebooks
- Branding Guides
- User Testing
- Voice Walk-Throughs
- Personas
- Prototyping
- Instructional Design

ASSISTANT DIRECTOR OF INTERNATIONAL ADMISSIONS — NJ INSTITUTE OF TECH. — 2015-2020

Increased revenue from new international territories by \$780k by strategically implementing a travel schedule to reach prospective students which involved: Conducting overseas events, creating presentations & material packets, and running virtual informational sessions.

ADMISSIONS COUNSELOR — NJ INSTITUTE OF TECH. — 2013-2015

Increased applications in my territory by 130% and increased student deposits in New York by conducting daily high school visits, increasing daily application reviews, implementing travel schedules and developing relationships with counselors.

EDUCATION

CAREER FOUNDRY — User Experience Design - 2021

Designed 3 projects: • **Tattoo Hack (Case Study)** - An IOS APP for Tattoo Design Ideas, Finding Shops, and Searching for Artists nearby • **FlashMed** - A Medical Terminology Flashcard App • **Young Shanghai** - A Travel Website for Young Business Professionals Traveling to China. For each project I discovered possible problems; ran a competitive analysis; created personas, user journeys, low to high fidelity wireframes; ran user testings such as A/B tests; created style guides; designed mobile frames using Figma and used Marvel App for prototyping.

SOUTHERN NEW HAMPSHIRE UNIVERSITY - M.S. Higher Education Admin. - Current

Consisted of 3 major projects: • **Budget and Financial Management, Program Evaluation, Issues in Higher Education** which helped facilitate my leadership skills such as written and verbal communication, delegation, setting goals, auditing, and understanding business needs through budgeting. Developed greater human skills such as empathy, friendliness, positive reinforcement, honesty, and respect.

SETON HALL UNIVERSITY - B.S. Social and Behavioral Science; Minor: Psychology - May 2013

Earned a multi-disciplinary degree encompassing human psychology, sociology, as well as evolutionary and social anthropology. Capstone project concentrated on **Gender Roles within Adult Male Same Sex Couples**. Developed more as a person who understands diversity, being human, and social aspects of relationships.

SKILLS

Wire-framing • Rapid Prototyping • Interaction Design • Storytelling • Instructional Design • User Flows • Usability Testing • User Research • Branding • Figma • Marvel App • Sketch • Adobe Illustrator

CERTIFICATIONS

Listening to Customers : 2019 LinkedIn Learning • **Creating Positive Conversations** : 2019 • LinkedIn Learning **Salesforce Certification** : 2020 LinkedIn Learning • **Defining and Achieving Goal** : 2020 LinkedIn Learning

HOBBIES

Reading Fantasy and Comics Books • Writing Short Stories • Playing Fantasy and RPG games • Critiquing Video Game UI • Digital Art and Illustrations • Daily UI Projects