IVON BHONSLEY

UX designer   ivonbhonsley@gmail.com

Portfolio Site   LinkedIn

EXPERIENCE

Web Designer, CBH / Philadelphia, PA. (Hybrid)   Feb 2024 - Present
- Led the redesign of the CBH Carrier website, driving a 70% traffic increase in one month through user-focused design and site optimization.
- Developed and maintained design systems and style guides to ensure consistency across products and platforms.
- Designed wireframes, prototypes, and high-fidelity mockups using Figma and implemented them in WordPress.
- Managed ticket requests from internal stakeholders, providing clear communication and guidance on web redesign possibilities. Facilitated understanding of feasible additions and negotiated practical solutions.
- Collaborated and designed with team members to daily social media post to inform members about CBH benefits.
- Spearheaded the creation of informative brochures and flyers using InDesign and Illustrator, overseeing the project from conception to completion.
- Developed the company's annual expenditure report with the Government Affairs team and created executive-level PowerPoint presentations.

Freelance UX Designer, Philadelphia, PA.   Sep 2022 –Present
- Designed a modern, user-center website for SEMAC Design Group, aligning with the company's core values, resulting in 50% increase in exposure to new customers post-launch.
- Redesigned Envision Health Access Initiative website as a contractor to enhance HIV awareness and promote core values.
- Provided a redesigned website template to increase user traffic and sales for Shu's Flower shop.
- Translated client business requirements and user needs into designs that were easy to understand.
- Conceptualized wireframe ideas from research and survey data, creating both Lo-Fi and Hi-Fi wireframes for web applications.

UI/UX Designer Intern, Serv2U / Waterloo, Canada. (Remote)   Mar 2023 – Feb 2024
- Developed and maintain design systems and style guides to ensure consistency across products and platforms.
- Designed wireframes, prototypes, and high-fidelity mockups using Figma and Adobe XD.
- Collaborated with stakeholders to test design concepts and update on development progress using Asana.
- Conducted user research, identify usability issues, and devise effective solutions to optimize product features.

UI/UX Design Intern, Aeyesafe / Seattle, WA. (Remote)   Oct 2022 - Mar 2023
- Created the presentation material and improved the quality of the presentation deck and the storyline to communicate more effectively with the stakeholders.
- Designed wireframes, prototypes, and high-fidelity mockups using tools such as Figma and AdobeXD to communicate and test design concepts.
- Collaborated with Product Owner, architects & development teams to frame product conflicts, resulting in a 20% productivity increase.
- Wrote design documentation required for the engineering team to develop the website.
- Used Trello for managing the project and was actively involved in planning the sprint activities/tasks.

Junior Architect, Dantas-Carrete Architecture / Union, NJ.   Oct 2021 - Apr 2022
- Leveraged Revit, Photoshop, and Agile collaboration to design 6+ compliant properties, integrating accessibility standards and zoning regulations while enhancing user experience and project efficiency.

PROJECTS

SEMAC Design group   Nov2024 -Jan 2025
- Partnered with stakeholders to define project goals and translate their vision into a user-centered website design.
- Conducted research through surveys and interviews, leading to data-driven design decisions.
- Developed wireframes and iterated on designs, incorporating feedback to refine the user experience.
- Launched the site on Wix, enhancing usability and resulting in a 50% increase in engagement

Envision Health Access Initiative.   Dec 2022-May 2023
- Led website redesign efforts in collaboration with cross-functional teams.
- Managed prototypes, design requirements, and wireframes using Figma and Zeplin.
- Conducted user research to shape product strategy and communicated design concepts through low- and high-fidelity prototypes.

Shu's Flower Shop.   Nov 2022-Nov 2022
- Conducted user research to inform the development of personas, user flows, and low- and high-fidelity wireframes for Shu's Flower shop's responsive website.
- Enhanced customer experience with custom flower arrangements and a wider product selection, boosting user engagement and satisfaction.
- Developed and maintained a design system to ensure consistency and scalability across multiple platforms and devices.

SKILLS

UX Design: User Research, Affinity Mapping, Empathy Mapping, Personas, Card Sorting, Information Architecture, Wireframing, Prototyping, Usability Testing, Design Sprints, Illustration, Sketching, Typography.

Tools: Microsoft Word, Excel, Power point, Sketch, Figma, Zeplin, Adobe XD, Photoshop, Illustrator, InDesign, WordPress, Wix, Divi Builder, Webflow, Framer, HTML, CSS.

Soft Skills: Administrative, Detail-Oriented, Organization, Strong Communication, Customer Service, Scheduling, Problem Solving, Stakeholder Engagement, Agile Methodologies.

Languages: English, Spanish.

EDUCATION

Jun, 2023
at Microsoft Excel course on Coursera
Microsoft Excel Course Certificate

Dec, 2022
at Google UX Design by Google on Coursera
Google UX Design Certificate

Dec 2020
CUNY, New York City College of Technology
BTech in Architectural Technology