

Mia E. Sutton

UX Designer

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ABOUT ME: I am a UX Designer with a deep understanding of people, honed through my extensive background in Hospitality-Customer Service. Over the years, I've mastered the art of curating exceptional customer experiences, and I apply this expertise to ensure every user interaction is meticulously crafted to meet their needs. My hospitality experience provides me with a unique advantage, enabling me to create user-centric designs that resonate deeply with each individual

UX SKILLS: User research, focus groups, surveys, a/b testing, interviewing, card sorting, tree testing, heuristic evaluation, user persona, task analysis, journey mapping, information architecture, wireframing, prototyping, interaction design, usability principles, visual design, user-centered design, accessibility, collaboration, communication, problem solving, project management, adaptability, analytical skills, gorilla testing

TOOLS: Sketch, Adobe XD, Figma, Google Docs, Balsamiq, Adobe Illustrator, Adobe Photoshop, Slack, Asana, Trello, Notion, Survey Monkey, Google Forms, Optimal Workshop, Google Analytics, Miro, Airtable, Excel, Otter.ai, UserZoom

EXPERIENCE:

Lead Food Service Professional

Whiskey Bird

Atlanta, Georgia

10/2023 - Present

- Assisted management team with menu restructure by conducting surveys and contextual inquiries for potential food items to gather valuable insights into customer preferences, behaviors, and feedback, enhancing service delivery and satisfaction levels
- Established menu knowledge, and built rapport with customers to achieve average order sizes 12% over target

Instructional Associate

General Assembly

Remote

09/2022 - 10/2023

- Provided personalized mentorship to guide students towards successful UX careers, actively engaging in classroom discussions, and fostering a collaborative learning environment
- Crafted engaging and interactive UX lectures, delivering tailored instruction and feedback, resulting in a 97% graduation rate

UX Designer

General Assembly

Remote

03/2022 - 06/2022

UX Designer | Transforming Educators and Elevating Black Joy through Trajectory of Hope Concept

- Guided a 3-person team over a 5-week period to facilitate the redesign and implementation of 15+ custom site features; increasing client onboarding resource findability pathways
- Conducted 10+ contextual inquiries with the client's target audience to gain qualitative data that resulted in the design creation of a task-oriented feature
- Planned and executed usability testing and A/B testing sessions, identifying critical usability issues and driving design improvements that reduced misclicks by 73% and an increase in task completion rates and a 60% decrease in user frustration

UX Designer | Class Finder Concept

- Lead a 4-person team over a 3 weeks period to redesign Class Finder's website and navigation menu
- Conducted regular usability testing which decreased user misclick rates by 38%, the bounce rate for the primary user flow by 5%, and improved traffic to previously ignored pages
- Optimized user research data from usability studies, competitive analysis, A/B testing, questionnaires, and interviews to reduce task completion time by 30%
- Assessed the impact and efficacy of website UI changes on customer retention; identified customer behaviors; and recommended additional site changes which enhanced task success rates by 10%

EDUCATION

General Assembly, UX Design Immersive

03/2022 - 06/2022

AWARDS- SCHOLARSHIPS

Adobe Digital Academy Scholar: UX Immersive

03/2022 - 06/2022

Chosen as one of 12 Adobe Digital Scholars for UX Immersive from 5,000 applicants, demonstrating excellence in UX design qualifications.