ARIANA GEORGE

UX/UI & GRAPHIC DESIGN

About Ariana

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📍 Casa Grande, Arizona

🌐 Portfolio - Ariana George

With extensive experience in collaborating with teams, clients, and users, my communication skills, emotional intelligence, and sensitivity to the needs of my users allow me to deliver beautiful, impactful design solutions. My avid love for research and learning allow me to not only find unique and creative design solutions, but to stay at the forefront of design trends and technologies. My adaptability, problem-solving skills, and creative curiosity enable me to quickly master design tools and trends that result in innovative and effective designs. My resilient and reflective nature allow me to thrive in delivering sustainable and strategic design solutions to today's real world problems.

TECH TOOLS & SKILLS

- Adobe Creative Suite
- Sketch
- Articulate 360
- Wordpress
- Figma
- Jira
- GitHub
- Browser Developer Tools
- CSS/JS/HTML
- Google Suite
- Drupal
- Microsoft Office Suite
- Apple Design and Mac
- Android Design and PC
- Learning Management Systems
- Content Management Systems
- Artificial Intelligence

EDUCATION

UNIVERSITY OF TEXAS - AUSTIN

University of Texas - Austin

2019 - 2020

BACHELOR OF EDUCATION

Arizona State University

2008-2012

UX/UI & DESIGN

- User Experience Research
- Human Centered Design
- Usability Testing & A/B Testing
- User Interviews/Surveys
- User Personas
- Journey Mapping
- Storyboarding
- Rapid Prototyping
- Task Flow & Analysis
- Heuristic Evaluation
- Competitive Analysis
- Interaction Design
- Visual Design
- Style Guides
- Responsive Design
- Sketching
- Wireframing
- Site Mapping
- Content Analysis and Audit
- Lo/Hi-Fi Mockups
- Visual Design
- Interactive Design
- Qualitative Data Analysis
- Quantitative Data Analysis
- Professional Development Content
- Professional Development Facilitation

EXPERIENCE

UX/UI & DESIGN - WhyMaker
2023 - Present

- User research, analysis, and audit for clients in a multitude of areas, including: apps, social media, websites, branding, content management, artificial intelligence, course audit & redesign, and consultation
- Content creation & design, deliverables, guides, and professional development creation and facilitation

GRAPHIC DESIGN & FREELANCE
2019 - Present

- User Experience Research & User Interface Design for new and existing independent/small businesses
- UX Research - interviews, surveys, usability, market research, data analysis, site mapping
- User Interface - wireframes, mockups, prototypes, visual design, interaction design, content management

EXPERIENCE– DETAILS

WhyMaker - STEM - Curriculum, Content, and PD design -2023-Present
Roles:
- Design educational materials in the realm of STEM, as well as build and give professional development to educators, both through digital content and live zoom sessions.
- Design for social media posts across multiple platforms
- Research in the world of Artificial Intelligence, and created course modules for students learning to use it.
- Analyzed a large course with curriculum content for high school students wanting to learn the skill of UX and UI in the design world. In addition to this course evaluation and redesign, I created three new, scaffolded pathways for students and their educators to choose from: Design Thinking, UX and UI, and Creating an App. During this project, I successfully took our client from a 10% participation rate with the educators signed up for teaching with this course last year, to 100% participation for this year's group of educators. Many of the educators are returning educators who did not participate fully last year.
- Traveled to Manhattan, NY for the delivery of in person professional development in UX/UI for NYC educators
- Designed Scope and Sequence for high school students in design to create and produce a tech project for Emoticon in NYC 2024.
- Creation and facilitation of professional development on 6 separate tech gadgets for educators in Rochester, NY's P-Tech Program, and how to use them with their high school aged students. These gadgets include things like micro bits, coding, drones, and robotic technology.

6th Grade ELA, Social Studies, & Science Teacher - Edkey, Inc - 2022-Present
Roles:
- Virtual 6th grade ELA, Social Studies, and Science teacher with students across the state of Arizona
- Deliver engaging English Language Arts, Social Studies, and Science lessons through a virtual platform.
- Create and organize course materials and assignments for students.
- Lead and participate in multiple committees to enhance student well-being and learning, as well as their user experience in the LMS they use.
- As a member of the Social Emotional Committee, I promote emotional well-being and positive relationships. I also promote a heavy focus on research and education in the highly important area of children's mental health, working closely with our ESS team, our counseling team, and families.
- Creation of educational videos to supplement K-12 curriculum.
- Creation and maintenance of our virtual school's onboarding course, welcoming new students and ensuring a smooth transition through the Homeroom/Onboarding Committee.
- Prioritizing and finding creative, whole child/human centered approaches to academic growth and social-emotional development
- Instructing students and educators in the use of technology in the online setting, such as specific platforms, LMS, CMS, suite tools, and application usage.
- Collaborate daily with a variety of teams, including grade level teams, department teams, committees, Exceptional Student Services teams, content area teams, and professional development teams,
- Continually create, audit, and maintain a positive, clean, and simplistic design approach for my virtual classroom environments for learners of all kinds.
- Lead daily Zoom meetings for many purposes including: conferencing, instructional meetings, private student tutoring, and drawing/design club meetings for students

EXPERIENCE – DETAILS

Structured English Immersion Teacher - Kyrene School District - 2020-2021
Roles:
- Constructed and implemented remote/online learning environment for English Language Learners
- Structured English Immersion for grades K-5
- Collaborated with team to develop data driven lesson plans, aligned to national and state standards
- Created and implemented student centered lessons, facilitating teamwork and collaboration through learning, and participating in class discussions.

Academic Interventionist - Austin Independent School District - 2019 - 2020
Roles:
- Collaborated with kindergarten team to develop data driven lesson plans, aligned to national and state standards
- Created and implemented student centered lessons, facilitating teamwork and collaboration through learning, and participating in class discussions
- Assessed students on individual and grade level goals and benchmarks, and created student centered remediation lesson plans to help students below benchmark, meet the grade level goals.

NASM Certified Personal Trainer - Self Employed - 2018 - 2022
Roles:
- Designed all inclusive fitness and nutrition regimens for fitness clients
- Designed an online platform for clients, making it easier and more efficient for clients to access their regimens from anywhere
- Evaluated and assessed clients' progress through major health changes, including weight loss, endurance training, strength training, and nutritional guidance

Technology Integration Site Lead - Kyrene School District - 2017 - 2019
Roles:
- Provided technology focused professional development for educators and administrators
- Created and guided the implementation of technology based curricula and resources to be used across the district
- Provided one on one and site based technology support

First Grade Dual Language Teacher - Kyrene School District - 2013 - 2019
Roles:
- Cultivated a synergistic learning environment for students using empathy based methodology
- Collaborated with team to develop data driven lesson plans, aligned to national and state standards
- Created and implemented student centered lessons, facilitating teamwork and collaboration through learning