

IVORI RAYALE

UX/UI DESIGNER

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PROFILE

UX/UI Designer with a background in brand storytelling, interior design, customer operations, and data analysis. Portfolio includes a workplace lunch delivery mobile app, responsive e-commerce website, mobile grocery app, and brand identity system. Skilled in user research, information architecture, responsive design, wireframing, high-fidelity prototyping, usability testing, accessibility, and design systems.

CORE SKILLS

UX/UI: User research, competitive analysis, affinity mapping, journey mapping, user flows, wireframing, responsive web design, mobile app design, high-fidelity prototyping, usability testing, design systems, accessibility (WCAG 2.1 AA)

Tools: Figma, FigJam, Adobe Creative Suite, Sketch, Principle, Procreate, Canva, Google Workspace, Microsoft Office Suite

Data & Operations: Salesforce, Tableau, BigQuery, data cleaning, reporting, QA documentation

Collaboration: Stakeholder communication, client consultation, cross-functional teamwork, development handoff, project management, de-escalation

SELECTED PROJECTS

Vittlez - Workplace Lunch Delivery App | Apr 2026 - Jun 2026

Lead UX/UI Designer & Researcher | 9-week project

- Led end-to-end UX/UI design for a workplace lunch delivery concept built around curated restaurant lineups, order cutoffs, transparent flat-fee pricing, and drop-zone pickup.
- Conducted survey-based research, competitive analysis, affinity mapping, personas, and journey mapping to identify pain points around delivery fees, timing, decision fatigue, and pickup coordination.
- Designed 12 core mobile screens across onboarding, workplace verification, ordering, checkout, tracking, and pickup flows; prepared prototype documentation for future development handoff.

Girl Gummy - Responsive E-commerce Website | Jul 2024 - Jul 2025

Google UX Design Capstone | UX/UI Designer | 12-week project

- Designed a responsive women's health gummy e-commerce experience focused on product education, personalization, visual trust, and simplified checkout.
- Gathered informal user feedback, completed competitive analysis, and synthesized insights into personas, user stories, journey maps, affinity themes, and responsive design decisions.
- Created high-fidelity desktop, tablet, and mobile prototypes for product discovery, personalized quiz flow, product pages, and shopping interactions; iterated hierarchy, CTAs, and product information based on feedback.

Patrick's Grocery - Mobile Grocery App | Nov 2024 - Jan 2025

Google UX Design Capstone | UX/UI Designer | 12-week project

- Conducted user interviews, competitive analysis, and journey mapping to identify friction in grocery planning, in-store navigation, coupon discovery, and checkout.
- Designed core mobile features including smart shopping lists, savings hub, store navigation, recipe integration, and express checkout.
- Tested prototype with 7 participants, achieving a 94% task success rate across list creation, coupon discovery, navigation, and checkout flows.

Finesse Dayly - Brand Identity & Creative Strategy | Feb 2025 - Apr 2025

Brand Designer

- Created a cohesive brand identity system for a multi-platform content creator across social media, video, and streaming platforms.
- Developed logo system, typography direction, color palette, social media templates, YouTube graphics, video assets, and usage guidelines.

WORK EXPERIENCE

Inside Sales Representative | Verizon | Dallas, TX | Aug 2026 - Present

- Identify customer needs and recommend wireless, home phone, internet, prepaid, and streaming services.
- Explain plans, pricing, promotions, and account requirements clearly to support informed purchase decisions.
- Process credit applications, service orders, and account updates while maintaining accurate customer records.
- Address questions and objections, guide customers through enrollment, and coordinate follow-up support.

Customer Service Representative | Insight Global - Georgia Power | Atlanta, GA | May 2025 - Aug 2025

- Resolved 60+ daily customer issues across billing, service connections, and account escalations, building pattern-recognition skills around user frustration, service gaps, and communication breakdowns.
- Served as escalation point for high-priority concerns and mentored newer team members on de-escalation and complex account procedures.

Quality Assurance Technician (Video QC) | Insight Global - Dollar General | Atlanta, GA | Oct 2023 - May 2025

- Audited 100+ store locations daily using structured evaluation criteria, directly transferable to heuristic evaluation and usability testing.
- Documented findings, identified recurring issue patterns, and escalated high-priority problems based on user and business impact.

Inventory Analyst | SRI Novo | Atlanta, GA | Jan 2023 - Sept 2023

- Analyzed medical inventory data using historical metrics to reduce shortages and overstock risk; maintained accurate records with advanced spreadsheets.

Medical Records Retrieval Agent | Insight Global - Cotiviti | Atlanta, GA | Jul 2022 - Jan 2023

- Served as primary liaison to healthcare providers, coordinating confidential record retrieval with accuracy, compliance, and clear communication.

EDUCATION & CERTIFICATIONS

Certificates: Google UX Design Certificate, Coursera, 2025 | Google Data Analytics Certificate, Coursera, 2025 | **Education:** GED, Minneapolis Adult Basic Education Center, 2017