

QUEEN TOUSSAINT - CREATIVE

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SUMMARY

As a fashion designer and stylist, I have always been drawn to the intersection of creativity and functionality. With a keen interest in UX/UI design, I am excited to merge my background in fashion with my technical skills in digital design. I am eager to find a creative space where I can contribute my ideas and make a positive impact in the world and my community. I believe that combining my diverse skills and passions will allow me to create innovative and meaningful designs that cater to both aesthetics and user experience.

TECHNICAL SKILLS

Technical: Figma, XD, Sketch, InVision, Webflow, Adobe Suite, Google Suite, Basic HTML/CSS, Mailchimp, Illustrator, Photoshop, Indesign

Research: Competitive Analysis, Heuristic Evaluation, Journey Mapping, Empathy Mapping, User Interviews, User Testing, Benchmarking, Ethnography, Task Analysis

Design: Brand Development

Additional: Fashion Design, Fashion Consulting, Product Manager, Visual Merchandiser

RETAIL EXPERIENCE

The Real Real

Manhasset, NY

Visual Merchandiser / Store Ambassador

03/2024 – Present

- After expanding our men's section we had a 4% increase in sales which had a positive impact on average transaction value, this expansion allowed for a wider variety of products to be displayed and easy accessibility for our male clients
- Double digit increase in gross merchandise volume month to month in July with shoes increasing from 3% to 33% and accessories increasing from 3% to 13%
- Allocation of a diverse range of brands and sizes in women's dresses has proven to be beneficial for our company, resulting in a 5% increase in sales for this category
- Creates positive customer experiences and drives sales. Promotes the brand in-person at stores and events in our community.

OTHER PROFESSIONAL EXPERIENCE

Thinkful

Online

UX/UI Design Flex Program

12/2022 - 9/2023

- Conducted user surveys and interviews, leveraging data for persona development, empathy mapping, and journey maps.
- Applied double-diamond process and design sprint methodologies.
- Created impactful case studies for client and stakeholder communication.
- Produced professional projects from concept to completion including:
 - **Pill Reminder (High-Fidelity Prototype)** | queentoussaint.com/persistentpill
 - Analyzed user demographics: 50% aged 30-50. Discovered 48.1% set pill reminders, and 75% take multiple pills. Identified diverse reasons for pill consumption.
 - Developed an app for easy entry and customizable medication reminders.
 - **EDEN (High-Fidelity Prototype)** | queentoussaint.com/eden
 - Analyzed user behavior: 46.7% cook breakfast and dinner. Discovered 50% prefer under 30-minute cooking. Found 44.8% seek recipes on social media.
 - Developed app for easy, customized recipe searches based on cooking time, meals, and diets.

EDUCATION

Thinkful

Remote

Certificate, UX/UI Design Flex Program

09/2023

Fashion Institute of Technology

New York, NY

Bachelor of Science (B.S.) in Fashion Business Management

06/2018