Ayisha Taye Zraika

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About

I am a technology enthusiast pursuing experiences in customer support, product design, and software development. I am working towards building my dream career in optimising platforms for companies creating positive changes in the world.

Compentencies

Figma, Adobe Suite, UX Design, HTML, CSS, JavaScript, Wireframing, Collaboration, Excel, SiteCore, Maze, Tailwind CSS, Visual Design.

Other Interests

AI, AR, 3D Animation, Illustration, Digital Storytelling, Sustainability, Productivity, Well-being, Visual Communication.

Work Experience

Apple   *Technical Specialist | July 2022 – Present*
- Assisted with guiding the store's customer journey providing day-to-day support for the store's Technical and Concierge Team.
- Recorded customer interactions and provided exceptional service to customers, maintaining a Team Member Score of 80%.

Torrens University Australia   *Student Ambassador | March 2022 – Jan 2023*
- Collaborated with the Web Development Team at Torrens University Australia to populate and create content for Torren's University Australia's official marketing platform with Excel and SiteCore.
- Volunteered at social events as a representative of the university, such as through the "How To Uni" Campaign.

Resolution Digital   *UX Design Intern | August 2022 – November 2022*
- Supported the Digital Innovation Team and Marketing Team as a UX Designer. Devised engaging and user-friendly solutions for clients such as Bingo, Target and Torrens University Australia.
- Curated UI Designs for upcoming projects and conducted user research - such as user interviews and populating user stories - for the team's current client.

Prodigi   *UX Designer | June 2022 – September 2022*
- Worked as a UX Designer alongside Prodigi as a part of their Client Design Program for Cycle 2 and collaborated with a small team remotely to create solutions for our client, Arc.
- Completed competitive analyses and wireframes to inspire effective, useful UI Designs to improve Arc's interface for future users.

Education

Billy Blue College of Design @ Torrens University Australia 2023
- Bachelor of UX and Web Design 2023
- Diploma of Digital Media Design 2020

TAFE NSW
- Statement of Attainment in Introduction to UX UI Design 2022
- Statement of Attainment in Digital Illustration Techniques 2018

HEX Ed
- INNOVATION Unit

Apple
- Technical Specialist Training

References Available Upon Request

Josh Fraser - Senior UX Designer @ Resolution Digital

Timmi Li - Manager @ Apple