

# ANAYELY CUACUAMOXTLA

- <https://www.anayelycuacuamoxtdla.com/>
- <https://www.linked.com/in/anayelyc/>
- [uxd.lmt@gmail.com](mailto:uxd.lmt@gmail.com)
- 646-250-1619

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UX Designer that is empathy driven by cross functional collaboration and continuously learning to grow my skills. I plan, create and execute functional usable and effective designs for mobile, web and device interfaces.

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## SKILLS

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| • User Experience Design | • Adobe XD               | • Customer Service                                |
| • User Interface Design  | • InVision Studio        | • Workshops                                       |
| • Prototyping            | • Visual Design Adobe    | • Design Thinking Methods                         |
| • Wireframing            | • Photoshop Adobe        | • Fluent Spanish(Speaking<br>Reading and Writing) |
| • Storyboarding          | • Illustration Adobe     |   |
| • User Journey Mapping   | • Entry Level HTML & CSS |   |
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## EXPERIENCE

Licensed Massage Therapist, Rockefeller Health and Medical

*February 2019 - Present*

Multi-State Licensed Massage Therapist with 10 years experience working in medical office spaces, with highly trained health and medical teams. Experienced in the practice of empathy based service, managed consultations with patients to recognize their needs and their pain points, and provided them with skilled techniques for immediate relief.

- Approach each patient's needs with empathy and provide relief to target their specific pain points.
- Continued knowledge on offered products, techniques and modalities for targeting relief, geared towards each specific patient's needs.
- Enhanced each patient visit by planning, ideating, testing and executing personalized 45 minute appointments.
- As a team, we worked collaboratively and each provided a service at the time of the appointment. We collected each patient's information and set future appointments.

**CONTINUED EXPERIENCE...**

Assistant Manager of the Acoustiguide Audio Guide Department, Guggenheim Museum, Metropolitan Museum of Art, and Frick Collection.

*July 2016 - January 2019*

Managed a team of twenty plus employees, from recruiting to training for multiple sites distribution operations. Managed multiple site distribution inventories of handheld mobile devices. Established a team to survey each guest for six months to gather user functionality for the digital and curatorial teams to create and launch a five timed Webby Award winning application for the Guggenheim Museum.

- 3 years of experience, leading frontline operations.
- Strategized user interface for Audio guide tours, which involved servicing over 700 hundred visitors daily, collecting feedback, utilizing feedback for ideation in meetings, test prototypes and release the final product.
- For Quantitative Research I handed out surveys and Interviewed the Users
- For Qualitative Research I used User Observation and Cognitive Walk-through
- Testing user experience was done with the Acoustiguide team as well as other museum departments.
- Methodology that was used for user experience was that I QC'd new versions of the application by planning, Ideate, Testing and Execute the final updates for Application like Visuals, Interaction Modules, and layouts.

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## **EDUCATION**

- Noble Desktop, NYC, UXD Bootcamp Certificate 2021
- Interaction Design Foundation, NYC, UXD Certificate 2020
  - Hoboken Cortiva, Hoboken, NJ, LMT Certificate 2012
- Marshalltown High School, Marshalltown, IA HS Diploma 2007

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## **REFERENCES**

Marialisa Totten, Acoustiguide - 347-330-5629  
Daniel Grochowski, Ex Machina Soundworks - 646-662-7041  
Dhierry Clermont, Film Maker - 917-518-0424