

Regina Salem

Miami, FL 33131 | 305 509 0443 | [Email](#) | [LinkedIn](#) | [Portfolio](#)

Creative and technically skilled Interactive Media graduate with a strong foundation in web design, user experience, and digital marketing. Minors in Computer Science and Marketing. I offer a well-rounded skill set, complemented by certifications such as the AWS Academy Cloud Foundations Badge. I turn ideas into successful user-centered & engaging experiences that resonate with audiences.

EDUCATION

University of Miami

Miami, FL

Bachelor of Science in Interactive Media

Fall 2024

Minor in Computer Science and Marketing

- **Relevant Coursework:** Web Design, User Experience Design, Interaction Design, Web Mobile Cloud, Computer Programming I & II, Digital Marketing, Front-End Fundamentals, Game Programming, Creative Coding, Physical Computing.

WORK EXPERIENCE

White House Black Market

Miami, FL

Sales Associate

November 2022 – September 2024

- Optimized product placement, leading to a 15% increase in sales over a six-month period, applying UX principles to improve product visibility and accessibility.
- Enhanced customer experience by identifying and removing bottlenecks, resulting in a 20% faster checkout process, showcasing user journey mapping skills.
- Improved customer satisfaction by 10%, leveraging problem-solving and customer empathy—key components in user-centered design.

Zara

Miami, FL

Stock Associate

April 2022 – July 2022

- Utilized organizational skills to improve store layout, enhancing customer navigation and reducing restocking time by 25%, similar to enhancing user flows in digital experiences.
- Efficiently managed incoming shipments and product placement, maintaining 99% accuracy in pricing and presentation—skills applicable to maintaining content accuracy and quality in design projects.

Eskemati-k (Advertising Agency)

Guayaquil, Ecuador

Content Creator Intern

March 2020 – August 2020

- Increased client sales by 12% by creating strategic, engaging social media content for clients, including local retail and hospitality businesses, applying skills in user engagement and content strategy.
- Produced high-quality, brand-aligned content that increased engagement by 30% across platforms, utilizing principles of visual hierarchy and storytelling that are essential in UX design.

FEATURED PROJECTS

360° Fitting

Mobile App

UX Design Class in UM

- The app provides a realistic fitting room experience, helping users see how outfits look and fit on their virtual selves.
- Enhances online shopping by allowing users to virtually try on clothes from various stores using augmented reality (AR) technology.
- This app aids in making informed purchasing decisions and reduces the likelihood of returns, bridging the gap between physical and online retail shopping.

Cloud Jump

Digital Game

Game Programming Class in UM

- **Goal:** ascend through the clouds, collecting gems along the way, and reach the last cloud before time runs out.
- As the players jump, they'll encounter birds swooping in as unexpected obstacles, adding an element of challenge and excitement to the game.

SKILLS, ACTIVITIES & INTERESTS

Languages: Fluent in English and Spanish

Technical Skills: Figma, HTML, CSS, Javascript, Java, Python, GitHub, Illustrator, Unity

Certifications: AWS Academy Cloud Foundations Badge

Interests/Hobbies: I love music. Skilled in piano and guitar, with experience performing in small concerts. My love for music also inspired an interactive piano project featured in my portfolio. In that project, I merged my interests in music and technology to create a unique digital experience.