

# Maxine DeLuca

## UX Designer & Content Strategist

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New York, NY

## EDUCATION

New York University

New York, NY

*Tisch School of the Arts*: BFA in Interactive Media Arts, Minor in Web Programming and Applications

2021-2025 | **GPA**: 3.6

## PROJECTS

**HealthSum**; UX Design | Dec 2024 | Tools: Figma, FigJam

- Conducted interviews to surface key usability friction points in food tracking behavior.
- Created low- to high-fidelity wireframes; ran usability tests to iterate design based on feedback.
- Wrote onboarding and in-app copy focused on clarity, accessibility, and behavior reinforcement.
- Delivered dev-ready prototypes with component documentation and annotations for handoff.

**TripMaster**; UX Design | Oct 2024 | Tools: Figma, FigJam, Procreate

- Designed a responsive travel planner app for neurodivergent users seeking structure and emotional ease.
- Conducted competitor audits and synthesized research into user journey maps..
- Built task flows for mood-based destination filtering and inclusive itinerary creation.
- Collaborated with mentors to refine design hierarchy and improve accessibility for screen reader users.

## WORK EXPERIENCE

**Sizzle - Discover, Shop, Cook!**; *Marketing/Social Media Intern*

March 2025 - May 2025

- Produced video content that increased Instagram and TikTok engagement by 150%.
- Synthesized qualitative feedback from 200+ beta users into actionable product updates.
- Collaborated with design and product teams to improve first-touch user journeys.

**Tech Kids Unlimited**; *Digital Designer Intern*; New York, NY

September 2024 - March 2025

- Created branded assets and executed logo design projects for various clients, improving satisfaction ratings by 15%.
- Partnered with frontend developers to ensure accessibility and component consistency.
- Delivered marketing copy and UI language aligned with target user mental models.

**NYU Ability Project**; *Research Assistant*; Brooklyn, NY

January 2024 - May 2024

- Co-authored UX research reports and presented findings at academic conferences
- Assisted in prototyping assistive tech tools, focusing on user flows and comprehension.
- Co-authored reports and presented findings at conferences, helping secure 10% more grant funding.

## SKILLS

Figma, Adobe CC, HTML/CSS/JavaScript, PHP, Trello, Notion, Slack, Wireframing, Prototyping, UX Writing, Research Synthesis, Usability Testing, Accessibility Design, Component Thinking, Agile Workflows