

Toby Weidenbaum

UX Designer

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Projects

OptiMize Mobile App Interaction Designer

Los Angeles, CA (working remotely with a team of UX designers), 4-week duration

- Assisted in user interviews, affinity mapping, competitive analysis, user research and research synthesis.
- Led the design process, created a design system and component library to assist my team in producing clickable, high-fidelity prototypes using Figma.

AssistEDU I UI Designer, Interaction Designer

Los Angeles, CA, 1-day duration

- Created a clickable mid-fidelity prototype using Figma under a tight time frame.
- Used the design process with a team to identify a problem and iterate on a solution in a single day.

The Last Bookstore

Los Angeles, CA, 1-week duration

- Utilized IA, card sorting, and other UX methods to redesign a website for a local bookstore.
- Using figma I created a high fidelity prototype that was simple, intuitive, and clean.

→ [View Portfolio @ Tobydesigns.com](#) ↗

Experience

Sales professional

Bloomingdales, COS

Los Angeles 2019-2021

- Provided courteous customer service to drive sales and engage customers.
- Assisted with display of merchandise in menswear to maintain an elevated shopping experience and store appearance.

Chef and restaurant manager

Melisse, Prato, Rialto, Yume wo Katate

Los Angeles, Orlando, FL & Boston, MA | 2012- 2019

- Supervised the kitchen team, delegated tasks, trained new team members on all aspects of business operation.
- Facilitated pre and post shift meetings with team members to encourage growth and identify areas for improvement.
- Collaborated with a team to produce luxury service.

Education

General Assembly

Remote | March 2022

Certificate, User Experience Design Immersive

Lincoln Culinary Institute

West Palm Beach, FL | August 2011

Diploma in Culinary Arts

Berklee College of Music

Boston, MA | March 2011

Tools

Figma, Adobe Suite, Balsamiq, Zeplin, Photoshop, Miro, Slack

Skills

- Interaction Design
- Prototyping
- Wireframing
- Visual Design
- User Research
- Client Relations
- Information Architecture
- Paper Prototyping
- Affinity Diagramming
- Remote Collaboration
- Sketching
- Usability Testing
- UX Writing

Interests

Brazilian jiu jitsu

Fitness

Film

Food

Drumming

Gaming

Travelling