REGINA SALEM

CONTACT

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✉ reginasalem01@gmail.com

🌐 Portfolio Website

📍 Miami, FL 33131

SKILLS

Figma, Illustrator, Unity
Web Design, GitHub
HTML, CSS, Javascript
Java, Pyhton, Xcode

EDUCATION

Bachelor of Science in Interactive Media
Minors in Computer Science and Marketing

University of Miami
2021-2024

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

LANGUAGES

English ▬▬▬▬▬▬▬▬▬▬▬

Spanish ▬▬▬▬▬▬▬▬▬▬▬

DUAL CITIZENSHIP

- United States of America
- Ecuador

PROFILE

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.

WORK EXPERIENCE

Sales Associate

White House Black Market   November 2022 - September 2024

- Optimized product placement, leading to a 15% increase in sales over a six-month period by improving product visibility and accessibility.
- Enhanced customer experience by identifying and removing bottlenecks, resulting in a 20% faster checkout process.
- Improved customer satisfaction by leveraging problem-solving and customer empathy.

Stock Associate

Zara   April 2022 - July 2022

- Utilized organizational skills to improve store layout, enhancing customer navigation and reducing restocking time by 25%.
- Managed incoming shipments and product placement, maintaining accuracy in pricing and presentation.

Content Creator Intern

Eskemati-k Ecuador (Advertising Agency)   March 2020 - August 2020

- Increased client sales by 12% by creating strategic, engaging social media content for clients, including local retail and hospitality businesses
- Produced high-quality, brand-aligned content that increased engagement by 30% across platforms, utilizing visual hierarchy and storytelling.

FEATURED PROJECTS

360° Fitting   Mobile App

- Realistic fitting room experience, helping users see the fit on their virtual selves.
- Enhances online shopping by allowing users to virtually try on clothes from various stores using augmented reality (AR) technology.
- 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

- **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.

CERTIFICATIONS

- AWS Academy Cloud Foundations Badge
- Meta Front-End Developer