Roxanne G

Senior UX Designer, Design System Specialist, Design Strategist, User Researcher, Interaction Designer

Portfolio: roxanneg.design

I apply engineering principles to Enterprise UX, mapping workflows and treating pixels like infrastructure. I specialize in design system governance, migration projects, and scalable component libraries. As a Figma expert, I transition organizations to modern design tools, leveraging automation and AI-assisted workflows.

EXPERIENCE

Senior UX/UI Designer · **Assetworks, INC**   Feb 2023 - Present

- Learn complex workflows for asset management programs; create mobile responsive interfaces
- Led design system governance, establishing CCL processes and documenting workflows in Confluence
- Managed FA Migration project for Angular portals; collaborated with dev teams on AW Design System
- Updated typography to design variables; created documentation; leveraged Figma Make automation and AI workflows

Creator & Sole Proprietor · **Black Cat Cottage Shop**   Jun 2024 - Present

- Created e-commerce brand using AI to build Shopify site; conducted user research and competitive analysis
- Set up integrations (Printify, Google Analytics, Google Merchant Center); designed social media campaigns on TikTok and Meta

Product Consultant · **Tuned In Care (Freelance)**   Aug 2024 - Feb 2025

- Conducted user research and analyzed surveys to inform MVP functionality and guide business model shift
- Collaborated with Sharetribe dev team to create user personas, define MVP requirements, and design Figma mockups

UX/UI Designer · **Assetworks, LLC**   Aug 2021 - Feb 2023

- Established foundational design system processes; broke out design system into components and created CCL structure
- Developed standardized handoff templates with responsive breakpoints; led design of key components (Tables, Forms, Dialogs)
- Conducted EAM Connect Beta testing and 10+ Maze usability tests; delivered UX recommendations

Code for Philly UX Designer   Mar 2021 - Mar 2022

- Led design team for Choose Native Plants project; responsible for final style and design decisions
- Project launched for Pennsylvania in March 2022; expanded to all 50 US states (choosenativeplants.com)

EDUCATION

UX Designer Track Certification
2021
Thinkful · 12 month bootcamp

UI Continuing Education with MDS
2021

Level 1 & 2 ECE in Waldorf Pedagogy
2010-2014
Sophia's Hearth, Keene, NH

MSE and BSE in Engineering
1989-1993
Temple University, Philadelphia, PA

CERTIFICATIONS

Theming with Design Systems
Samantha Gordashko, Smashing Online Workshop · Dec 2025

Increasing Efficiency with Jira and Confluence
LinkedIn · Aug 2025

Jira: Basic Administration
LinkedIn · Jul 2025

Learning Jira Software
LinkedIn · Jun 2025

Designing and Maintaining Design Systems
Brad Frost, Smashing Online Workshop · Aug 2024

YOAST SEO for Beginners Certification
Yoast · Mar 2022

SKILLS

Figma	User Testing	Design Systems
Cursor AI	HTML & CSS	Component Libraries
Gemini Pro	Elementor	User Research
Figma Make	WordPress	Maze Testing
Prototyping & Variants	SEO	Confluence Documentation