

Layla Wrencher

UX DESIGNER

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New York, NY

I'm a creative and solution focused UX Designer with a passion for building intuitive, impactful experiences that solve real user problems while supporting business growth.

KEY SKILLS

Visual & Interaction Design	User-centered Design	Prototyping
Data-driven strategic planning	User Research & Synthesis	Wireframes
Cost-benefit analysis	Usability Testing	AI Covertsational Design
Project management	Competitive Analysis	Strong interpersonal skills
Cross-Functional teamwork	Critical thinking skills	Visual Storytelling
Empathy Based Design	Excellent communication skills	Proactive and self-motivated

PROFESSIONAL EXPERIENCE

User Experience Design Immersive | General Assembly (Remote) Jan 2025 - April 2025
Completed 500+ hours of intensive UX/UI design training with a focus on user research, journey mapping, wireframing, prototyping, and usability testing. Built responsive web and mobile interfaces through collaborative team projects and solo case studies, applying iterative design and human-centered principles.

- Kindred**- Led cross-functional collaboration to design conversational AI experiences by conducting user research, usability testing, and rapid prototyping. Integrated AI features that supported product growth, aligned with stakeholder goals, and addressed user needs through data-driven design decisions.
- Roku**- Designed a Roku streaming app concept using user-centered principles to enhance content discovery and engagement. Explored second-screen functionality for seamless multi-device interaction, while conducting user research, persona development, interviews, and competitive analysis to inform design strategy.
- Great Jones Spa**- Redesigned a desktop e-commerce site to streamline product categories and optimize the checkout flow, resulting in a 65% faster purchase completion rate. Improved usability and visual appeal through high-fidelity Figma prototypes and micro-interactions, achieving 100% user satisfaction and a 35% boost in overall UX ratings.

Zeel | Licensed Massage Therapist Oct 2020- Present
Delivered 800+ personalized in-home spa sessions, tailoring treatments through real-time client feedback and intake research to address health needs, enhance satisfaction, and drive long-term client retention with empathetic, user-centered care.

Junxion NYC | Project Manger Feb 2016– Sept 2018
Directed full-cycle event production with a strategic focus on vendor management, talent coordination, sound logistics, and transportation, successfully delivering 12+ high-impact events that enhanced user satisfaction and brand growth.Managed project budgets and contracts, reducing costs by 34%.

EDUCATION & CERTIFICATIONS

General Assembly	Jan- April 2025
User Experience Design Immersive	
Swedish Institute of Health Sciences	Jan 2019
Associated Degree - Massage Therapy	
Fashion Institute of Technology	Sept 2004
Photography	

TOOLS

Figma
Adobe
Canva
Notion
Toggle
HTML
CSS
Java