

ANTONELLA NUÑEZ-REYES

contact

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education

DREXEL UNIVERSITY

Expected June 2026 | Philadelphia, PA
Master of Science, Human-Computer
Interaction & User Experience

PENNSYLVANIA STATE UNIVERSITY

May 2019 | Abington, PA
Bachelor of Arts, Corporate
Communication

skills

UX RESEARCH

- User Interviews, Usability Testing, A/B Testing, Heuristic Evaluation, Task Analysis, Diary Studies, Survey Design

UX DESIGN

- Wireframing, Prototyping, Interaction Design, Information Architecture, User Flows, Design Thinking

ACCESSIBILITY

- WCAG, Universal Design, Inclusive Design, Accessibility Evaluation, Feminist HCI

TOOLS

- Figma, FigJam, Maze, Useberry, Tableau, Orange, GitHub, Netflix, JIRA, HTML, CSS, Python

certification

RESEARCH & ETHICS

CITI Program — Social & Behavioral Research
CITI Program — Social & Behavioral COI

UX & DESIGN

Figma for UX Design
Lo-Fi to Hi-Fi: Prototyping in Figma

DATA & MARKETING

Content KPIs for Creators — LinkedIn Learning

summary

UX Designer & Researcher with a background in communication, marketing, and digital advertising. Experienced in translating user behavior and data insights into intuitive, accessible design solutions. Skilled in UX research, usability testing, A/B testing, and prototyping, with a strong focus on inclusive, human-centered design.

experience

ADVERTISING SPECIALTY INSTITUTE

Email Express Coordinator

Oct 2022 – Present | Treviso, PA

- Manage and execute high-volume email campaigns, translating business goals into user-focused digital experiences.
- Analyze campaign performance including open rates, click-through rates, and segmentation to improve engagement.
- Collaborate with Product and Development teams on the redesign of the EmailExpress platform.
- Deliver detailed UX feedback through annotated screenshots, workflow documentation, and usability insights.
- Develop SOPs and training materials to improve system usability and onboarding efficiency.
- Train and mentor interns and managers, improving workflow consistency and team productivity.

VARIETY – THE CHILDREN'S CHARITY OF THE DELAWARE VALLEY

Nonprofit Events & Marketing Associate

Feb 2022 – Oct 2022 | Worcester, PA

- Designed user-focused marketing content to drive engagement across digital platforms.
- Planned and executed fundraising events aligned with user experience and donor engagement strategies.
- Managed budgets and analyzed donation data using Salesforce NPSP.
- Created social media and marketing materials to support outreach and community interaction.

VARIETY – THE CHILDREN'S CHARITY OF THE DELAWARE VALLEY

Nonprofit Events Intern

Jan 2019 – June 2019 | Worcester, PA

- Increased event attendance by 25% through targeted outreach and communication strategies.
- Built stakeholder relationships to improve engagement and participation.
- Supported sponsorship acquisition and event execution.

JEFFERSON HEALTH - ABINGTON HOSPITAL

Nutrition Services Associate

June 2018 – May 2020 | Abington, PA

- Maintained accurate patient dietary records within digital systems.
- Supported patient experience through attention to individual needs and service quality.