

# NOAH VEENSTRA

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## Education

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**Michigan State University**, East Lansing, MI

**May 2025**

**Bachelor of Arts:** Experience Architecture, *emphasis in UI/UX Design*

**Skills:** Figma, Prototyping, Wireframes, User Flows, Personas, HTML, CSS, SASS, JavaScript, Visual Studio Code, Adobe Xd, Adobe Illustrator, WordPress

## Professional Experience

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**Avodah Transformations** | *Product Designer Intern* | Farmington Hills, MI

**May 2024 - Present**

- Develop wireframes and prototypes for desktop, web, and mobile applications using Figma, decreasing build time significantly for the developer team by using design tokens and components
- Participate in cross functional collaboration, using Slack and Linear, between developer, product, and design teams aligning goals and tasks to deliver products with higher quality and faster production timelines
- Create custom component library in Figma used by our ongoing contracts
- Design 3+ web products centered around human interaction and user's needs
- Attend client meetings and design feedback reviews to better understand users, clients, and their issues

**The Cube @ MSU** | *IT UX Engineer Intern* | East Lansing, MI

**October 2022 - Present**

- Create web audits to enhance user's experience, removing unnecessary pages and/or adding necessary pages through Google Sheets and Basecamp
- Migrate full-fledged Sitecore website to WordPress
- Attend multiple client and team meetings, understanding client's goals better and dividing responsibilities between team members
- Create 10+ Sitecore websites on a team of 5 people or more for various stakeholders

## Selected Projects

View more details on my portfolio ([noahveenstra.com](https://noahveenstra.com))

**My Disney Experience – Live Activity Integration** | [noahveenstra.com/projects/disney](https://noahveenstra.com/projects/disney) | *UX/UI Designer*

- Designed a concept for integrating iOS's new Live Activity feature into Disney's mobile app to improve the mobile food ordering experience and reduce user friction.
- Developed a new user flow for order status updates, allowing users to receive real-time notifications on their lock screens without needing to open the app.
- Created interactive elements such as animated status indicators and progress bars to enhance usability and ensure users stayed informed throughout their order process.

- Designed a check-in feature for Lightning Lanes, enabling seamless entry with NFC technology and simplifying the user experience.
- Included a user-friendly introduction and tutorial for the Live Activity feature, ensuring clear communication about its benefits and the option to disable it if necessary.

**Apple Music Redesign Concept** | [noahveenstra.com/projects/apple](https://noahveenstra.com/projects/apple) | *UX/UI Designer and Researcher*

- Conducted a comparative analysis of Apple Music and Spotify, identifying key pain points and opportunities to improve the Apple Music user experience, particularly for the 18–24 age demographic.
- Developed a new "Loves" tab for easy access to previously liked songs, playlists, albums, and artists, simplifying the user's ability to rediscover favorite content.
- Introduced procedurally generated playlists like "On Rotation" and "Loved by Mood," enhancing personalized music discovery through user preferences and song characteristics (e.g., BPM).
- Proposed a seamless Group Session feature for collaborative music sharing via SharePlay, allowing multiple users to add to the music queue while preserving control for the main user.
- Created user flow enhancements, including visibility of song contributors in the queue and personalized interactions for non-source users to enhance group music sessions.
- Presented an intuitive user onboarding system to introduce new features and ensure transparent communication with users, reinforcing trust and ease of use.

## Skills

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- **Design Tools:** Figma, Adobe XD, Adobe Illustrator
- **Prototyping & Design:** Wireframes, Prototyping, User Flows, Personas, Design Tokens, Components
- **Development:** HTML, CSS, SASS, JavaScript, WordPress, Visual Studio Code, Sitecore
- **Collaboration Tools:** Slack, Linear, Basecamp, Google Sheets
- **Research & Testing:** User Research, Comparative Analysis, A/B Testing, Usability Testing
- **UX/UI Skills:** Interaction Design, Accessibility Design, User-Centered Design, Problem-Solving, Responsive Design, Mobile App Design
- **Project Management:** Cross-functional Collaboration, Client Meetings, Product Strategy