

NOAH FELICIANO

UX DESIGNER | AI-ASSISTED PROTOTYPING | USER RESEARCH | LEARNING EXPERIENCE DESIGN

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PROFESSIONAL SUMMARY

UX Designer with 7+ years of experience turning complex technical workflows into clear, accessible, user-centered digital experiences across SaaS training, Salesforce, Microsoft 365, and AI tools. Skilled in user research, personas, journey maps, information architecture, wireframing, interactive prototyping, usability testing, accessibility, and data-informed iteration. Combines Learning Experience Design, data analytics, and AI-assisted prototyping with Claude Code, ChatGPT, Gemini, Figma, and FigJam to design intuitive product flows, improve adoption, and communicate design decisions through portfolio-ready case studies.

CORE UX SKILLS & TOOLS

UX Research: User interviews, secondary research, competitive audits, proto-personas, empathy maps, journey maps, affinity diagrams

Product Design: User flows, information architecture, wireframes, low/high-fidelity prototypes, interaction design, responsive web/mobile design

Testing & Iteration: Usability testing, heuristic evaluation, task flows, pain-point analysis, design documentation, before/after redesign evidence

Accessibility & Content: WCAG, UDL, UX writing, microcopy, knowledge-base content, job aids, clear technical documentation

Tools: Figma, FigJam, Claude Code, ChatGPT, Gemini, Canva, Adobe Suite, Power BI, Excel, Salesforce, Articulate Rise, Camtasia, Vyond, Cornerstone, Workday LMS

SELECTED UX PORTFOLIO PROJECTS

Arena Go — Mobile Stadium Food Ordering App

Designed an end-to-end mobile ordering flow from login, event selection, food ordering, cart, checkout, order confirmation, and order tracking. Created research-backed proto-personas, journey maps, wireframes, high-fidelity screens, and before/after testing evidence to show how the redesign made pickup/delivery decisions clearer.

Cookly — Desktop Recipe, Meal Planning & Voice Cooking Experience

Designed a desktop cooking experience that helps users discover recipes, manage kitchen inventory, receive recipe suggestions, follow voice-guided cooking steps, and track avatar progress. Focused on personalization, reduced meal-planning friction, and accessible guidance for busy users and families.

Cardwise — Mobile Payment & Rewards Experience

Designed a mobile finance flow for making payments, reviewing payment details, confirming success, and navigating rewards. Emphasized trust, clear confirmation states, simple navigation, and reduced cognitive load during high-stakes payment tasks.

PROFESSIONAL EXPERIENCE

Centene Corporation — Trainer / Salesforce Certified Administrator

Sept. 2024 – Present | Remote, New York, NY

- Designed and delivered asynchronous, self-service learning experiences for distributed teams using Salesforce, Microsoft 365, and ITSM tools.
- Created user-centered video tutorials, job aids, quick-reference guides, and technical documentation that simplified complex enterprise workflows.
- Used learning analytics, dashboard reporting, and user feedback signals to improve training effectiveness, engagement, and content usability.
- Collaborated with cross-functional stakeholders to identify pain points, clarify requirements, and continuously improve the learner/user experience.

Ponce Bank — IT Specialist / Salesforce Certified Administrator

Sept. 2021 – Aug. 2024 | Bronx, NY

- Delivered end-user training and created instructional materials for Microsoft 365, cloud-based platforms, Salesforce, and internal systems.
- Designed scalable onboarding workflows and training resources across multiple branches, improving onboarding efficiency by 20%.
- Translated recurring technical support issues into clearer documentation, training workflows, and user-centered support experiences.
- Served as Tier 2 escalation support for hardware, software, and network issues while identifying usability gaps and adoption barriers.
- Communicated technical concepts to non-technical users through plain-language guidance, walkthroughs, and process documentation.

Stamford Hospital — Registrar / Scheduler – Lead Supervisor

Feb. 2021 – Aug. 2021 | Stamford, CT

- Led training and performance improvement initiatives for staff, aligning user guidance with operational goals and daily workflows.
- Designed structured training plans and used data-driven insights to improve team productivity, coaching, and process consistency.

Krispy Kreme — Quality Control Specialist / Production Supervisor

Feb. 2020 – Sept. 2020 | Bronx, NY

- Used data analysis to forecast demand, identify workflow constraints, and support operational process improvements.
- Collaborated cross-functionally to improve production quality, communication, and service efficiency.

Genesys Works at Pace University — IT Technician Trainer – Contract

June 2019 – Aug. 2019 | New York, NY

- Designed and delivered structured IT training for young adults preparing for Fortune 500 internships.
- Created hands-on learning experiences focused on real-world technical skills, problem solving, and job readiness.

New York City Department of Education — Paraprofessional / After-School Specialist

Feb. 2011 – June 2018 | Bronx, NY

- Created interactive, technology-driven learning experiences that improved engagement and comprehension.
- Designed and facilitated STEM learning activities using feedback, performance data, and learner-centered instructional design principles.

EDUCATION & CERTIFICATIONS

- Claude Code: Software Engineering with Generative AI Agents — Vanderbilt University / Coursera
- Google UX Design Professional Certificate
- Learning Experience Design Certificate — University of Michigan
- IBM Data Analyst Certificate — IBM
- Google AI Professional Certificate
- Salesforce Certified Administrator
- CompTIA Linux Certificate
- Borough of Manhattan Community College — Coursework in progress
- Herbert H. Lehman High School — Diploma