

# LASHA TAVBERIDZE

## UX DESIGNER

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e: [lashatavbera3@gmail.com](mailto:lashatavbera3@gmail.com) | m: +1 (929) 632-8691 | w: [linkedin/lashatavberidze](https://www.linkedin.com/in/lashatavberidze) | p: [lasha-tavberidze](https://www.pinterest.com/lasha-tavberidze)

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Driven **UX Designer** with a strong foundation in user research, wireframing, usability testing, and prototyping, complemented by specialized training in service design and product adoption. Coming from a background of executing precisely in high-pressure, fast-paced environments, I bring sharp attention to detail and a resilient, problem-solving mindset to the design process, building intuitive, accessible products.

## UX PROJECTS

"Hollow Frequency" Merchandise App | UX Designer

January 2026 – February 2026

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- Utilized the UCD framework to transform complex merchandise catalogs into a streamlined mobile interface, ensuring brand consistency while optimizing the user journey.
  - Identified critical friction points including ambiguous sizing guides and hidden shipping costs through initial user research, which directly informed the new "Quick Buy" feature.
  - Developed high-fidelity prototypes in Figma, applying a 60-30-10 color rule to match the band's aesthetic and integrating a sizing calculator.
  - Iterated on low-fidelity wireframes based on usability testing, refining the checkout flow to reduce steps by 30% and increasing sizing clarity.

## UX SKILLS

User Research & Usability Testing | Wireframing & Prototyping | Service Design & UX Strategy | Product Adoption | Interface & Interaction Design | Information Architecture | Accessibility & Inclusive Design | User-Centric Problem Solving | AI-Assisted Prototyping

## TOOLS

Figma, Adobe XD | Midjourney, ChatGPT, Gemini | Microsoft Office Suite | POS & Micros Systems

## SOFT SKILLS

Cross-Functional Collaboration & Communication | User Empathy & Customer Experience | Rapid Troubleshooting in Fast-Paced Environments | Project & Time Management | Cross-Cultural Communication | Strategic Thinking

## EXPERIENCE

**SIMON** | Venice, CA

Server, Central American Elevated casual restaurant

May 2025 – Present

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- Anticipated guest needs and resolved issues proactively to ensure a seamless dining experience in a high-volume environment.
- Curated personalized recommendations by actively listening to and understanding customer preferences.

**REDBIRD, VIBIANA Events** | Los Angeles, CA

Server, Fine Dining Restaurant & Catering

April 2025 – Present

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- Collaborated seamlessly with cross-functional event teams to manage tight timelines and synchronize delivery for complex itineraries.
- Adapted quickly to varying event formats and high-pressure scenarios, rapidly troubleshooting to maintain a flawless guest experience.

**UBANI MIDTOWN** | Manhattan, NY

Server, Georgian Upscale Restaurant

October 2024 – February 2025

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- Managed and trained new team members, establishing clear operating procedures to ensure consistent, high-quality service delivery.
- Executed precise system operations and managed financial transactions using POS and Micros software.

AYAT | Brooklyn, NY

Server, Middle Eastern Restaurant

January 2024 – September 2024

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- Translated robust knowledge of seasonal offerings into actionable, tailored recommendations for a diverse customer base.

CACIO E PEPE | Manhattan, NY

Chef de Partie, Italian Restaurant

November 2022 – December 2023

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- Executed high-precision production tasks while strictly adhering to safety, nutrition, and quality standards in a demanding environment.

LIGHTHOUSE, HYATT REGENCY KOTOR BAY (5\*) | Kotor, Montenegro

Chef de Partie, Upscale Mediterranean Restaurant

October 2021 – October 2022

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- Partnered with executive leadership to develop and test new recipes, ensuring consistent, high-quality execution under strict time constraints.

NAVALE KITCHEN & BAR, PORTO MONTENEGRO (5\*) | Tivat, Montenegro

Head Chef, Upscale Mediterranean Restaurant

April 2021 – September 2021

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- Led menu development by conceptualizing and testing new dishes tailored to target demographics and rigorous quality standards.
- Trained and coordinated dynamic teams while managing administrative tasks, inventory, and cross-functional scheduling.

HUMA KOTOR BAY HOTEL & VILLAS (5\*) | Kotor, Montenegro

MUDRA ART CUISINE Mediterranean Fine Dining Restaurant

Active Executive Chef

April 2020 – January 2021

Chef de Partie

April 2019 – November 2019

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- Spearheaded the end-to-end design and launch of kitchen operations and restaurant spaces from scratch, optimizing layouts for workflow efficiency.
- Designed, iterated, and implemented new menus by analyzing aesthetics, production quality controls, and budget tools.
- Managed cross-functional teams, driving hiring, training, and schedule tracking to ensure seamless event and banquet delivery.

PERSONAL CHEF | Belgrade, Serbia

Personal Chef

November 2019 – April 2020

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- Consulted directly with clients to uncover dietary needs and personal preferences, designing highly customized and iterated meal plans.

RADISSON BLU IVERIA HOTEL (5\*) | Tbilisi, Georgia

ANDROPOV'S EARS Seafood Fine Dining Restaurant & UMAMI Asian Fusion Upscale Restaurant

Commis Chef

April 2016 – April 2019

Kitchen Steward

May 2015 – April 2016

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- Operated in interactive 'show kitchens,' directly engaging with guests to create memorable, transparent, and highly communicative dining experiences.
- Collaborated on continuous menu development, supplier coordination, and rigorous quality control for upscale dining and banquets.

# EDUCATION

Google UX Design Professional Certificate | COURSERA

Service Design: How to Design Integrated Service Experiences | INTERACTION DESIGN FOUNDATION (IxDF)

UX Management: Strategy and Tactics | INTERACTION DESIGN FOUNDATION (IxDF)

Get Your Product Used: Adoption and Appropriation | INTERACTION DESIGN FOUNDATION (IxDF)

Food Processing Technology | AGRICULTURAL UNIVERSITY OF GEORGIA

Second Level Vocational Qualification of Cook | VOCATIONAL COLLEGE ICARUS

High School Diploma | TBILISI GURAM RAMISHVILI PUBLIC SCHOOL #20