

Tehsa "Lu" Grafals



WORK EXPERIENCE

Realtor (Luxury/Investor Specialist)

KW Portfolio - Coldwell Banker/ August 2021 – Present

- Developed marketing plans for "Sellers"/Investors designed to capitalize on a high rate of ROI on investments/end-user homes (7% Cap rate)
- Oversaw negotiations and consulted clients of the best routes to take based on area/sales expertise which saved clients an average of 8% on sales commissions or purchasing
- Exceeded client expectations in meeting their goals for real estate portfolio (2022 assisted 2 clients in acquiring 15 new doors)
- Executed upper-echelon customer experience to maintain customer base and receive referrals (Keeping track of timelines and connecting clients with vendors)
- Met CAP Goal within the first 4 months of the year (earn 100% commission for the remainder of the year)/closing approximately 3 transactions per month

Retail Store Manager

T-Mobile / Nov 2011 – July 2020

- From 2011 - 2014, moved up the corporate ladder throughout my tenure with T-Mobile from associate to roles within leadership by being in the top 10% of sales contributors, taking on SME roles for sales and products
- From 2014 - 2020 I led various locations/districts that produced in the top 15% of the company in sales and customer experience
- Throughout my tenure, helped develop a leadership bench for my districts by training associates and promoting from within (97% internal promotion rate)
- Managed the largest T-Mobile store (volume/revenue) across the region in the Rocky Mountain Market
- Considered a "Career Advantage Program" Mentor in the years of 2018/2019: resulted in 4 promotions overall
- SME for Sales and Experience KPIs for District YOY which led performance of overall area to above goal of 80%>

TECHNICAL SKILLS

- **Design:** UX/UI Research and analysis, Wire Framing and Prototyping, Graphic Design and visual communication, Visual Design: Color theory, Typography, Layout, Icons, User flows, Mock ups, Interaction design, Information Architecture, Usability testing and evaluation (Maze, Useberry) Web development technologies (HTML/CSS), Design software (Figma/Adobe XD), Strategic planning and problem solving, Data-driven decision-making, Creative problem solving and innovation
- **Computer:** Google Drive/Docs, Microsoft Office/Teams, Slack, Outlook, Word, PP, Excel, etc.
- **Leadership:** Project management, Mentorship, Collaboration, Communication, Sales, Negotiation, Customer service, Client relationship management, Presentation, Conferencing, Prioritization, Inventory Management, Sales management, Sales operations, Organized, Strategic planning
- **Language Skills:** English (Native), Spanish (Intermediate)

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My passion for designing comes from my belief that great design has the power to improve people's lives. I enjoy working on projects that require innovative thinking and creative solutions. I believe that design should be inclusive, accessible, and user-friendly.

PROJECTS

Admari Tea

January 2023

- Scope: 1 Week
- Role: UX/UI Designer
- Responsive Website

Pokémon Go

February 2023

- Scope: 1 Week
- Role: UX/UI Designer
- Features Concept Design / Mobile App

Look After

February 2023

- Scope: 1 Week
- Role: UX/UI Designer
- Wellness App / Mobile App

Dynamic Coffee Roasters

March 2023

- Scope: 2 Weeks
- Role: UX/UI Designer
- Responsive Website

EDUCATION

UX/UI Research & Design 9-week course (400+ hours)

Jan 2023 - March 2023

Ironhack