PAULA GARCIA

UX DESIGNER

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With my background in Psychology and Market Research, my approach to design is to see it as a problem-solving activity where I strive to be a listener and observer first, and a do-er second.

EDUCATION

UX Design Immersive Certificate
June 2020
General Assembly

BS in Psychology
June 2020
California State University – San Luis Obispo, CA

SKILLS

Research
Interviews & Survey Design
Market Research
Competitive Analysis
Card Sorting
Usability Testing
Personas

Design
Information Architecture
Wireframing
Rapid Prototyping

Tools
Figma / Sketch / Adobe XD
Optimal Workshop
Photoshop
SPSS
Qualtrics

EXPERIENCE

Freelance UX Designer – Roomax
June 2022 – Oct 2022
- Produced competitive analysis and market research reports for stakeholders every month, updating them on progress and roadblocks
- Managed usability testing in preparation for custom-made furniture website redesign. Defined testing parameters, prepared prototypes, recruited users, facilitated testing and reported results to stakeholders
- Conducted user testing on first iteration of hi-fi mockup with task completion time decreasing by 30%

Human Resources Recruiter – UPS
Sept 2021 – June 2022
- Sourcing, recruiting, and hiring diverse slates of candidates in a fast-paced environment with tight deadlines while collaborating closely with hiring managers and present weekly progress and metric reports to senior leadership

Freelance Market Insights Associate – The Boedeker Group
April 2021 – Aug 2021
- Participated in EdTech marketing projects and initiatives by scheduling and demonstrating promotional toolkit to prospects, collected target customer feedback and turned responses into actionable insights that helped drive product development decisions
- Updated and maintain an extensive client database, completed detailed reports, and worked with internal team to maintain schedule

UX Design Intern – Tilt
Jan 2021 – Mar 2021
- Collaborated with multidisciplinary team to design 15+ mid-fi wireframes along with the first iteration of hi-fi mockup of website, working within and in addition to a style guide
- Managed usability testing in preparation for additional site features. Defined testing parameters, recruited users, and assisted with all research planning and preparation
- Created surveys, analyzed results/data, and translated findings into clear insights to support clients and the team