

# Ana Sumbo

Product Designer

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## Education

### Dartmouth College

B.A. in Geography, Human-Centered Design, & Hispanic-Lusophone Studies

GPA: 3.67/4.0

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## Skills

UX/UI Design

Human-Centred Design

Brand Design

UX Research Methods

User Interviews

Behavioral Personas

User Journey Mapping

Wire-framing

Interactive Prototyping

Usability Testing

Service Design

Experience Design

HTML/CSS

Portuguese

Spanish

## Tools

Figma

Adobe Creative Suite

Notion

Sketch

## Experience

### UX Intern, The Learning Agency Lab, Remote (Jun 2021 - Aug 2021)

- Synthesized research findings from user interviews and surveys and provided high-level insights on user experiences with assisted writing feedback tools to develop a deeper understanding of user pain points
- Supported director in outlining design strategies for the development of an assisted writing feedback tool to clearly identify how the \$1 million budget can be used to address user pain points
- Assisted lab director in writing an academic paper related to user experiences with assisted writing feedback tools to outline user pain points and potential areas improvement in the field

### Product Launch Intern, Dartmouth Center for Professional Development, Remote (Mar 2021 - Aug 2021)

- Developed strategy for transition from Dartboard to Handshake to facilitate student access to employers and employment opportunities
- Led outreach initiatives for student groups to increase awareness of the job search system change; resulted in a registration rate of more than 20% of undergraduates within the first week of launching
- Tested product features to better assist students with questions related to Handshake in order to improve their comfort and familiarity with the new platform

### Experience Designer and Chair, Dartmouth Black Legacy Month Planning Committee, Remote (Oct 2020 - Feb 2021)

- Led design process of themes, marketing, and fundraising strategies for nine different events by acquiring the support of administrative and student funding organizations; resulted in raising over \$49000 for events
- Partnered with entertainers to provide high participation virtual experiences, which included organizing a Dartmouth episode of Smart, Funny, and Black with Amanda Seales which received over 3,500 views
- Designed co-sponsoring campaigns with student groups in order to maximize event attendance; resulted in 44% increase in total BLM event participation from the previous year

### Research Assistant, Dartmouth Department of History, Remote (Jun 2020 - Dec 2020)

- Compiled data on legislation that contributed to the loss of Black land ownership in the US to gain insights on the effectiveness of community coalitions in helping Black communities build generational wealth
- Spearheaded initiative to increase collaboration between grassroot movements and Dartmouth College in order to improve funding access for community coalitions

### Monitoring and Evaluation Intern, Challenging Heights, Ghana (Jun 2019 - Aug 2019)

- Designed new beneficiary database system on Google Drive to input six years of hard data and improve data accessibility for four different departments
- Constructed data visualizations to facilitate tracking of beneficiary status for team members and donors
- Led training sessions for Challenging Heights staff to create familiarity with database and recommended methods of database maintenance to ensure continued efficiency in data extraction