

Eva H. Ratcliffe

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· San Diego, CA, 92109 · LinkedIn: [/evaratcliffe](#) · [My Portfolio](#)

UX/UI Designer seeking positions in San Diego. My experience in PR and Marketing gave me valuable skills in communication and brand identity building, and my time as a Division One Swimmer made me an expert at time management and resilience. My time as a UX Designer through UC Berkeley's extension program taught me to create thoughtful, inclusive, and delightful human experiences from the user research phase, through prototyping, to front-end product design. I am particularly motivated by spaces where UX is applied to art, mental health, environmental sustainability, and disaster mitigation.

SKILLS

Technical Skills

- Figma, Miro, Adobe Suite HTML, CSS, GitHub, JavaScript

UX/UI Skills

- User Research, Usability testing, Wireframing, Prototyping, Affinity Diagramming, UI Grids and Composition, Color Theory, Heuristic Evaluation, Typography, Interaction Design and Iconography, Storyboarding, Decision Flow Diagrams

WORK EXPERIENCE

UX Designer

Remote

UC Berkeley Extension

Feb. 2021- Aug. 2021

- Worked on 3 projects including a Travel App design sprint, a Responsive Web Redesign focusing on Information Architecture, and a redesign of a Non-Profit website.
- Skills used consist of HTML5, CSS, JavaScript, User-Centric Design Research, Affinity Diagramming, Visual Prototyping & Wireframing, User Interface Development.

IFP Publicity

Remote

Client Manager

April 2021-Present

Managing the needs of clients including:

- Building client relationships and maintaining a network of media contacts including journalists and industry spokespeople
- Spearheading both traditional PR and social media projects
- Fulfilling the client's key performance indicators and growing accounts
- Managing a high level of client interaction

Starbucks,

San Diego, CA

Barista

June 2019-June 2021

- Provide excellent customer service by responding to questions and needs effectively and efficiently
- Contribute to positive team experience under busy and sometimes stressful circumstances

EDUCATION AND CERTIFICATES

University of San Diego

May 2020

Bachelor of Arts in History, Minors in Business Management and Classical Studies

GPA: 3.67

Fundamentals of Digital Marketing

Issued August 2020

Google Digital Garage

Credential ID: PMT PQQ 3CC

Microsoft Office Specialist

Issued June 2020

Microsoft

Credential ID: 989947070