

## Adriana Garzon Portela

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**Portfolio:** <https://www.adrianagarzonp.com>

### Summary

User experience and user interface designer with a background in graphic design and program management who is enthusiastic about creating meaningful and delightful user experiences. A self-directed learner and believer in life-long education and self-improvement. While gaining a certificate in UX/UI from UC Berkeley Extension, collaborated with teams face-to-face and remotely to redesign user experiences on a nonprofit and a government website. As an added bonus: Bicultural individual with native Spanish ability that translates into the capacity to understand diverse perspectives and think outside of the box.

### Technical Skills

**Technical:** Figma, Adobe XD, Sketch, inVision, Illustrator, Photoshop, InDesign | **UX/UI:** User research and testing, affinity mapping, persona creation, client journey mapping, user interface design, workflows, task-flows, paper-and-pencil to high fidelity prototypes

### Projects

**Pukka Trip - An app for travelers** | Tools: Figma, Photoshop, Miro, and Procreate

- Implemented user-centered design methodology to uncover pain points in the trip planning process of potential users and ideated solutions
- Created a high fidelity prototype of a mobile travel app that addresses user's pain points
- Prototype:

<https://www.figma.com/proto/a5D3CdpMkvW74Vs1FdSmC4/PukkaTrip-V1.3?node-id=500%3A21&viewport=649%2C286%2C0.11056149750947952&scaling=scale-down&hide-ui=1>

**National Park Service Redesign** | Tools: Figma, Photoshop, Miro, Trello, and Google Drive

- Uncovered UI issues on the National Park Service site through usability testing
- Redesigned the site to improve the desktop and mobile experience for the user
- Desktop Prototype:

<https://www.figma.com/proto/PMoiLekBVELpqQScBPSECT/National-Park-Service-Redesign?node-id=785%3A569&viewport=3708%2C156%2C0.2653471529483795&scaling=min-zoom&hide-ui=1>

- Mobile Prototype:

<https://www.figma.com/proto/PMoiLekBVELpqQScBPSECT/National-Park-Service-Redesign?node-id=731%3A813&viewport=434%2C320%2C0.08525773137807846&scaling=scale-down&hide-ui=1>

### Experience

**Graphic Designer, Jan. 2019 - Dec. 2019**

**Foothill College | Los Altos, CA**

Collaborated with multiple stakeholders to create innovative visual designs that adhered to branding guidelines, were responsive to digital communication channels, and were effective in increasing student's participation in school activities.

- Used Adobe Photoshop, InDesign, Illustrator, Acrobat, Capture, and Procreate for digital and print designs
- Applied graphic and typographic principles of design as well as color theory to produce appropriate visual materials for clients
- Presented sketches and mockups to clients to help them visualize design ideas and incorporated their feedback effectively

#### **Statewide Data and Evaluation Specialist, Sept. 2017 – Sept. 2019**

##### **Building Skills Partnership | San Jose, CA**

Navigated time and financial constraints to ensure the appropriate selection and implementation of a CRM for the organization. Advocated for and supported the development of evaluation and data-driven decision-making processes.

- Based on user's feedback, developed visual paths on CRM to increase its usability
- Trained 25+ non-technical staff members on the use of the new technology including G-Suite, Salesforce, data-driven decision-making methodology
- Created 10 statewide and regional dashboards with meaningful data visualizations

#### **Regional and Financial Education Program Coordinator, Dec. 2015 - Sept. 2017**

##### **Building Skills Partnership | San Jose, CA**

Developed and executed an innovative plan to expand financial education and free tax preparation services by engaging funders and internal stakeholders in the design of client-centered offerings that alleviated common challenges related to participant's access and participation.

- Integrated financial capability offerings to free tax preparation sites; 35% of taxpayers saved part of their tax refund as a result of this initiative
- Pioneered integration of financial education and coaching offerings to worksite-based training; trained over 350 individuals in 2 years and provided case management and assistance to 50+ individuals seeking to achieve financial stability

### **Education**

#### **Bootcamp Certificate in UX/UI Design: UC Berkeley Extension | San Francisco, CA**

An intensive 24-week long boot camp dedicated to User Experience, User Interaction and Front-end Development. Skills learned consist of design thinking methodology, Figma, InVision, HTML5, CSS, User-Centric Design Research, Visual Prototyping & Wireframing, and User Interface Development.

#### **Certificate in Graphic and Interactive Design: Foothill College | Los Altos, CA**

Skills learned consist of Photoshop, InDesign, Illustrator, Adobe Acrobat, application of principles of design and typography.

#### **Bachelor of Arts in Law: Externado University of Colombia | Bogotá, Colombia**