

# Elmer Barrera

Interaction Design & User Research

**visit:** [elmerbarrera.com](http://elmerbarrera.com)

**email:** [barreraelmer@gmail.com](mailto:barreraelmer@gmail.com)

**phone:** 760.917.1584

## EXPERIENCE

### Design Research Intern at The Design Lab

Spring – Winter 2016

- Worked with industry partners SAP and Planet3 on behalf of the design research hub led by Don Norman
- Conducted user interviews and competitive analysis to develop insights for both project partners
- Led interaction design and delivered a hi-fidelity prototype used by the SAP team for pitching
- Led a design research team to conduct usability testing with K-12 teachers for a Planet3 educational platform

### Research Assistant at Division of Biomedical Informatics

Fall 2016 – Present

- NSF-funded project focused on developing an unobtrusive awareness system to help Latino families improve family routine
- Facilitated user interviews with Spanish speaking parents to identify unmet needs and design opportunities
- Presented findings from digital ethnography and academic literature review to help team build empathy for users

### Vice President External for Design at UCSD

Spring 2016 - Present

- Reached out to alumni and industry to coordinated pre-professional events and establish a design community
- Led design thinking and prototyping tools workshops with 40+ attendees
- Designed wireframes and visual comps for the organization's first website

### Instructional Assistant at UC San Diego

Winter 2016 - Present

- On the teaching staff for Dr. David Kirsh's upper division course "Practicum in Professional Web Design"
- Assisting in course preparation and helping students with their client projects

### User Research Analyst at UserZoom

Summer 2015 – Winter 2016

- Analyzed ethnographic video data to better understand user behavior and perception of various digital products

## EDUCATION

### B.S. Human-Computer Interaction

#### Minor in Design

UC San Diego

Class of 2018

## PROJECTS

### San Diego Museum of Man

UX Research - Spring 2016

Conducted ethnographic research to redesign the museum's map

### The Art of Espresso

Web Design - Winter 2016

Redesigned the business website to ensure stakeholder needs were met

## SKILLS

### Interaction Design

Information Architecture,  
Wireframes, Flow Diagrams,  
Interactive Prototypes

### Research

Ethnography, User Interviews,  
Spanish Fluency, Storyboards,  
Competitive Analysis, Heuristic  
Evaluation, Usability Testing

### Tools

Sketch, Invision, Zeplin, HTML, CSS,  
Photoshop, Illustrator