

Becca Woo

A UX Designer centered on empathy, lifelong learning, and accessibility

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EXPERIENCE

Brand Redesigner & Designer for Magazine Ad 2024 — Doug Gonzalez, Menlo Park, CA

JAN - FEB 2024

The client is a real estate fiduciary that needed a new ad for the March 2024 publication of *Our Neighborhoods*, a real estate magazine. The original ad was a photo of him with his previous partner, so he needed a new ad for just himself. Designed the ad with every element in mind to ensure that every piece had its own place in the structure of the ad. Advised client on how to rebrand according to client's goals and values.

- Discussed the client's audience and crafted a persona together to help inform about how to design the ad.
- Planned and redesigned ad with this new branding and new direction, including discussing accessibility.
- Collaborated with the advertising manager to ensure ad fit all requirements for printing.

UX Designer, SAT Portal — AJ Tutoring, Menlo Park, CA

APR 2023 - PRESENT

With SAT testing now online, AJ needed an Learning Management System (LMS) to host their SAT practice tests on a portal where users can take tests and review past ones. Collaborated closely with the developer to ensure all designs are feasible and practical.

- Solved a security and functionality issue which allowed users to impersonate other users.
- Improved practice SAT test time accuracy by 80% for hundreds of college-ready students.
- Added error handling with actionable feedback for users.

UX Design Apprentice — BRIDGEGOOD, Oakland, CA

JUNE 2023 - AUG 2023

BRIDGEGOOD is a non-profit organization driven to bridge the gaps for students and career pivoters. Dedicated 300+ hours and learned about UX from 30+ companies, including Google, Etsy, Amazon, and Facebook.

- Responsible for 3 design apprentices during a 3 week sprint (Connect2Grow).
- Conducted 20 interviews, focus groups, and observational studies.
- Designed an accessibility-centric product and presented to 80+ stakeholders at Google, SF

Visual Arts and User Interface Design Teacher — Cypress College Prep, Menlo Park, CA

AUG 2022 - JUNE 2023

Cypress College Prep is a private high school where I encouraged students to explore various careers in art. Established relationships with community artists to show students real careers as they learned about them.

- Developed a Visual Arts career-centered curriculum, including user interface design.
- Led and organized multidisciplinary workshops with 8 other teachers.
- 100% success rate of inspiring students to pursue art in the following year

SKILLS

User Experience Design, Organization, Accessibility, Personas, Usability Testing, Wireframes, Prototype, Communication

TOOLS

Figma, Miro, Trello, Slack, Google Suite, Adobe Creative Suite

EDUCATION & CERTIFICATES

2023: **Google UX Design Certificate** - Coursera; **Accessible Components** Certificate - LinkedIn Learning

AUG 2021 - JUN 2022: **CareerFoundry UX Design** Certificate

AUG 2013 - MAY 2018: **BA English Literature, minors in Linguistics & Education** — Purdue University, Indiana