

## Becca Woo

Technical writer with 2 years experience in empathy, learning, and accessibility seeking work in technical writing.

### education

#### Master of Science (MS) User Experience

Arizona State University

Expected 2026

#### Bachelor of Arts (BA) English Literature, minor in Linguistics and Education

Purdue University

#### Google User Experience (UX) Design Certificate

Coursera

#### User Experience Design Apprenticeship Certificate

BRIDGEGOOD

#### Accessible Components Certificate

LinkedIn Learning

#### User Experience Design Certificate

CareerFoundry

### experience

#### Design Explorers High School Internship Project Lead

BRIDGEGOOD, June, 2024–July, 2024

- Meticulously documented and designed a 5-week user experience curriculum as a foundational resource for future Project Leads to fully understand the goal of the project and provide a basis for their iteration of it.
- Taught industry tools such as Figma as well as deliverables such as case studies, creating a passion for user experience in the high school students.
- Introduced students to sketchnotes, empathetic feedback, and personal branding on social media (according to their personal interests) which will be useful in their future careers.

#### User Experience Design Apprentice

BRIDGEGOOD, June, 2023–August, 2023

- Led a team of 3 other design apprentices to create a social good mentoring web application called Connect2Grow, a platform based on respectful boundaries backed by 20 interviews, a focus group, and 6 hours of observational studies of mentorship relationships.
- Crafted product documentation detailing what Connect2Grow is; who it was made for; what makes it stand out; and its installation, setup, features, and usage.
- Presented a compelling user journey through a product demonstration to over 80 stakeholders at the Google Community Center in San Francisco.

#### Brand & Ad Designer

Doug Gonzalez, January, 2024–February, 2024

- Redesigned ad with new branding and new direction—resulting in an offer \$400,000 higher than the client's expectations—within a month of publication.
- Advised client on how to rebrand with diction and design of the ad in order to match the client's goals and values.
- Managed the printing specifications for print requirements of a magazine.

#### Test Prep & Academic Tutor

AJ Tutoring, September 2018–PRESENT

- Held a 99% retention rate, which led to an increase in referrals and new clients.
- Specialized in working with students with learning differences (ADHD, dyslexia, dyscalculia, etc.) and study skills like organization and efficiency.
- Taught students both math and English as well as how to integrate various subject concepts together based on their natural strengths to overcome perceived weaknesses.

#### SAT Portal Designer

AJ Tutoring, April, 2023–April, 2024 (Part-Time)

- Collaborated closely with the developers to ensure all designs for new features are feasible and practical.
- Redesigned score reports to provide clear visualization through graphs, charts, and tables; 60% of tutors noted, unprompted, how they liked the new score reports.
- Added iconography to denote various feedback states (correct, incorrect, flagged to review by student, etc) which tutors reported a 10% increase in efficiency.

### skills

Technical writing, accessibility design, user experience design, user interface design, instructional design, project management, product management, brand design and strategy, talent development, web and print design, product design. HTML, Slack, Figma, Google Suite, Miro, Trello. Verbal and written communication, documentation, wireframes, prototypes, mockups, attention to detail, user stories, accessibility compliance. Deque axe tool, colour contrast checker, text resizer, text spacing editor, screen readers (NVDA, Windows Narrator), WCAG 2.2.