Becca Woo

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

- Bay Area, CA
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EXPERIENCE

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

Test Prep & Academic Tutor — AJ Tutoring, Menlo Park, CA

SEPT 2018 - PRESENT

AJ Tutoring is the Bay Area's SAT and ACT leader in test preparation. AJ offers 1-on-1 academic tutoring services centered on inspiring confidence and excellence. Taught concepts according to the student's learning style and accommodations.
- Specialized in working with students with learning differences and helping students with organization.
- Balanced open communication between parents and students.
- Held a 96% retention rate, including students who never scheduled or met.

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