

Becca Woo

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UX Design Grad Student centered on empathy, learning, and accessibility

Graduate student in UX at ASU seeking an internship in user experience or technical writing to continue learning and applying my skills to the workplace.

EXPERIENCE

Design Explorers High School Internship Project Lead — BRIDGEGOOD, Oakland, CA

JUNE - JULY 2024

Led a team of 4 high school students through the user experience design process. Created a brand new program proposal to educate high school students about the field of user experience. Helped students design posters and a culminating interactive case study.

- Designed a 5 week user experience curriculum, meticulously documented for future use.
- Guided students through each phase of the design process with common activities as well as taught tools like Figma.
- Introduced useful skills such as sketchnoting, empathetic feedback, and personal branding through social media, tailored to each student's career interests.

UX Design Apprentice — BRIDGEGOOD, Oakland, CA

JUNE - 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.

- Led a social good UX project (Connect2Grow) with 3 other design apprentices during a 3 week sprint.
- Used 20 interviews, a focus group, and 6+ hours of observational study to create a storyboard that facilitated visualizing wireframes.
- Presented a compelling user journey through a product demonstration to 80+ stakeholders at Google, SF.

SAT Portal Design — AJ Tutoring, Menlo Park, CA

APR 2023 - APR 2024 (Part-Time)

As the SAT has shifted to online, AJ needed a way to host their SAT practice tests on a portal where users can take tests and review past ones.

- Collaborated closely with the developers to ensure all designs are feasible and practical.
- Redesigned score reports to provide clear visualization through graphs, charts, and tables.
- Added iconography to denote various feedback states (correct, incorrect, flagged to review by student, etc).

Rebrand & Design for Our Neighborhoods, 2024 — Doug Gonzalez, Menlo Park, CA

JAN - FEB 2024

Worked closely with an independent real estate fiduciary to rebrand his image as well as

crafted an ad. Published on March 8, 2024 in a local, printed magazine called Our Neighborhoods.

- 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 according to client's goals and values.
- Collaborated with the advertising manager to ensure ad fit all requirements for printing.

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.

- 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 improving organization.
- 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.

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

AUG 2022 - JUNE 2023

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

- 100% success rate of inspiring students to pursue art in the following year.
- Developed a cutting edge Visual Arts career-centered curriculum, including user interface design using digital tools like Figma and Sketchbook.
- Led and coordinated multidisciplinary workshops with 8 teachers of other subjects.

EDUCATION & CERTIFICATES

AUG 2024 - PRESENT (Expected graduation: MAY 2026): **Master of Science, User Experience** — Arizona State University

2023: **Google UX Design Certificate; Accessible Components** Certificate

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

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

SKILLS

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

TOOLS

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

RELATED COURSEWORK

Fundamentals of Technical Communication, Usability and User Experience, Designing for Accessibility
