

Brandi Hoxworth

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San Diego, CA

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PROFESSIONAL SUMMARY

UX designer with experience in user research, prototyping, and a human-centered design approach. I am passionate about people and proficient at collaborating in diverse teams, usability testing, and delivering high-fidelity prototypes. Prepared to take user needs and make them into functional digital experiences.

SKILLS

Design & Prototyping: Figma, Photoshop, Illustrator, Canva

Front-End & Technical: HTML, CSS, Python

Research & Analysis: User interviews, usability testing, data visualization (Excel, PowerPoint)

EDUCATION

University of California, San Diego

La Jolla, CA

Bachelor of Science (B.S.) in Cognitive Science

September 2022 - Expected June 2026

Specialization in **Design and Interaction**

EXPERIENCE

UI/UX Designer and User Researcher

San Diego, CA

Urban Collaborative Project

March 2025 - June 2025

- Collaborated with a design team to redesign the UCP website to improve accessibility, visual design, and overall user experience for the San Diego community audience.
- Led usability testing, conducted user research by having interviews with local residents and UCP representatives to gather insights into usability issues and community needs.
- Created wireframes, user flows, and high-fidelity prototypes using Figma.
- Presented design solutions to stakeholders.

Section Lead/Crew Member

La Jolla, CA

Trader Joe's

June 2021- Present

- Applied human-centered design principles to develop in-store displays to highlight seasonal items, promotions, and new products, enhancing customer navigation and engagement.
- Delivered exceptional customer experience in a fast-paced retail environment, demonstrating adaptability and collaboration.
- Adapted quickly to changing priorities as a section lead and supported various store functions, including cashiering and receiving shipments.

RELEVANT COURSEWORK

Usability & Info Architecture | Prototyping | Design for Development | Data Science in Practice

Design of Everyday Things | Teaching Computation in a Digital World | Intro to Python and Computing