

# Brandi Hoxworth

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San Diego, CA

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## PROFESSIONAL SUMMARY

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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

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**Design & Prototyping:** Figma, Photoshop, Illustrator, Canva

**Front-End & Technical:** HTML, CSS, Python

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

## EDUCATION

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**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

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**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

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*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*