

Braeanne Oribello

Aspiring UX Designer

braeanneori.design

boribell@ucsd.edu

(201) 790 - 6196

education

University of California, San Diego

Class of 2022

B.S. Cognitive Science: Design & Interaction

Minor in Computer Science

experience

KSDT Radio – [Design Intern](#)

September 2019 → [Present](#), La Jolla, CA

- Following leadership guidelines to create digital and print content to spread information about upcoming events at the radio station
- Collaborating with 10 other interns to put together a quarterly zine to showcase student art
- Completing biweekly art prompts that may be used for merchandise

Anthropologie – [Sales Associate](#)

April 2018 → September 2019, Paramus, NJ

- Contributed to creating a positive experience for customers which led to a 30% average conversion rate
- Created relationships with customers to deter theft, resulting in a 1% shrink decrease within 6 months
- Assisted in creating visual window displays that represented the brand's identity to attract customers

projects

Plate Mates – [UX Designer](#)

November 2019, Class: Design of Everyday Things

- Interviewed college students' experience with stoves in order to gather data for a redesign
- Prototyped the redesign of the stove through Adobe Illustrator
- Presented completed project to a class of 160 students and won 1st place

Academic Plan App – [UX Designer](#)

October 2019 → [Present](#), Personal Project

- Gathered data through interviews and surveys about student experiences with creating an academic plan
- Contacted counselors and professors to extract course planning in the administrative end
- Currently in the prototyping phase of creating the application

skills

Design

UX Research

Graphic Design

Interactive Prototyping

Tools

Adobe Photoshop

Adobe Illustrator

Figma

Python 3