



CLAUDIA DIAZ

UX/UI Designer

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- Salt Lake City, Utah

EDUCATION

UX/UI Bootcamp
University of Utah
2023 - 2024

Bachelor of Fine Arts (BFA)
Emphasis in Graphic Design
University of Utah
2009 - 2013

TECHNICAL SKILLS

- Figma,
 - HTML/CSS/JavaScript
 - GitHub
 - Bootstrap/JQuery
- UX/UI Design Tools:**
- Atomic Design,
 - UI Grids and Composition Color Theory
 - Heuristic Evaluation Typography
 - Interaction Design and Iconography
 - Storyboarding
 - Decision Flow Diagram
 - User Need Identification
 - User Experience Interviewing
 - Persona Creation
 - Insight Synthesis

ABOUT ME

I'm a multi-disciplinary designer focused on Visual, UI, and UX design. Currently, I am currently serving as a Communication Specialist at the University of Utah, UT. Outside of work, you'll often find me hiking and immersing myself in nature's beauty. I draw inspiration from nature for fresh ideas, and I firmly believe in the importance of continuous learning for success. I always look forward to new challenges to stay motivated and fully engaged.

WORK EXPERIENCE

- Jul 2013- Present
University of Utah | Salt Lake City, UT
Communication Specialist
 - Experiential, interaction, and interface redesign of nonprofit with a user visibility increase of 18%
 - Initiated A/B testing which increased response-rate gains by 35% on landing pages
 - Increased page views by 24% with redesign
 - Delegated high priority client project in part, due to acknowledgement of strength in client communications and research techniques
 - Client praise for the use of empathy tools for potential users to achieve a more informed and human-centered design
 - \$19 million USAID initiative. Launched in 2021, a 5-year, \$19 million grant was awarded to the U and partners by USAID to provide technical assistance for the project to advance the capacity of Pakistan's higher education institutions and systems to develop employable graduates.
 - Exemplified leadership skills in discussions with design team
 - Provided a proposal layout and design for high-impact client well before deadline
 - Established trusting relationships with key stakeholders

- 2007 - 2013
University of Utah | Salt Lake City, UT
Computer Specialist

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REFERENCES

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