

# CECILIA BANDALAN

## UX/UI DESIGNER

Performance driven, SF-based Product Designer with a love for creating intuitive user experiences. Leveraging 4+ years in sales & marketing focused roles to inform my analytical, human-centered approach to design.

### CONTACT

San Francisco, CA

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[LinkedIn Profile](#)  
[Website Portfolio](#)

### EDUCATION

**BACHELOR'S DEGREE,**  
Business Administration,  
Concentration, MARKETING

- with a focus on consumer & organizational behavior

*Awarded, December 2018*  
*Sonoma State University*

**UX DESIGN IMMERSIVE,**  
*June 2021 - June 2022*  
*CareerFoundry*

### CERTIFICATIONS

- **User Experience Design**
- **User Interface Design**  
*Issued, January 2022*
- **Frontend Development**  
*Expected, May 2022*

### SKILLS

#### | Professional

Qualitative & Quantitative Research  
Information Architecture  
Rapid Prototyping  
Wireframing  
Interaction Design  
Responsive Design  
Visual Design  
Storytelling

#### | Technical

Figma  
InVision  
Balsamiq  
Whimsical

### UX/UI DESIGN EXPERIENCE

#### OLIVE (MOBILE PRODUCT DESIGN)

Role: UX Researcher, UX Designer, Visual Designer

Designed a mental health app to help burnt-out working professionals reduce stress & anxiety through the use of mood trackers, data analytics, and educational resources

- Used qualitative research methods by conducting multiple rounds of user interviews & usability tests to back design decisions, which resulted in ensuring a 1-3 minute use time with the app
- Synthesized research data and generated insights through affinity mapping and creating user personas to evaluate design decisions that strongly advocated for the user

### WORK EXPERIENCE

#### **SOCIAL MEDIA MANAGER**

*Socials by Cece*, Remote | Jan 2021 — June 2021

Managed high profile, influencer and small business client portfolios to enhance and grow their online social media presence and drive sales:

- Worked collaboratively with business owners to determine weaknesses in their current social media strategy and find the solutions that align with their business goals
- Designed unique content calendars and outlined optimal strategies for engaging content and algorithm consistency, which primarily aligned with target audience's behaviors and attitudes
- Regularly analyzed social media insights to determine the best steps forward for each client to maintain steady growth and drive online sales
- Maintained consistent communication and engagement with brand followers and potential customers to drive sales for the client

#### **BUSINESS DEVELOPMENT REPRESENTATIVE**

*Zendesk*, San Francisco, CA | Aug 2019 — Dec 2020

Generated buyer interest with a research-based approach for various types of companies in the US and Canada, sourcing over hundreds of business opportunities:

- Managed a book of business with over 1,000 companies
- Conducted high-level qualification calls with C-level executives to empathetically identify company pain points, budget, and timeline
- Effectively communicated a fitting proposal based on company's needs and motivations
- Researched and built upon new & existing accounts through creative & consistent messaging
- Conducted product demonstrations for a range of diverse audiences
- Identified potential opportunities using creative and thoughtful research strategies
- Worked cross-functionally with the sales team, marketing team, and four separate Account Executives to collaborate on and implement strategic prospecting strategies

#### **TASTING ROOM SALES ASSOCIATE**

*Sebastiani Vineyards & Winery*, Sonoma, CA | Oct 2017 — Jan 2019

Used storytelling methods and strategic narratives to demonstrate knowledge of wines, industry standards and connect with guests one-on-one to promote the sale of wine and wine club memberships:

- Provided guests with a high-level tasting room experience from start to finish, showcasing the unique history and legacy of the winery
- Promoted the sale of wine and wine club memberships through knowledge and expertise of featured varietals and Sebastiani produced wines
- Assisted tasting room management to achieve monthly sales goal requirements both in-person and over the phone to new and existing winery prospects
- Provided extended outreach to new guests and neighboring wineries at local pouring events, weekly visitations, regular phone calls and referrals