A. Francesca Dela Cruz

UX/UI DESIGN + SOFTWARE DEVELOPMENT

www.cesca.dev

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647-869-6428
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SKILLS + TOOLS

Design: Adobe Illustrator, Adobe Photoshop, Adobe XD, Adobe After Effects, Figma
Code: C, C++, SQL, JavaScript, HTML, CSS, SASS, Tailwind, jQuery, React, VBA
Development: Node.js, Microsoft Office, Visual Paradigm, MongoDB, Git, JIRA

EDUCATION

Computer Programming and Analysis — Seneca College

Honours Bachelor of Interaction Design — Sheridan College

AWARDS + ACHIEVEMENTS

WEB530 Cross-Platform App Development — 1st Place Winner   JUL 2025
  - ★ In a team of 4, designed and built a gamified family chore app where kids earn stars for rewards using Figma and React Native
  - ★ Selected by a panel of industry judges as the top project (1 of 7), with specific praise for branding and UI
  - ★ Individually designed and built the front-end of registration/login, onboarding, and home/overview screens within 1 week

Design Hacks 2024 — 1st Place Winner and "Most Creative Hack"   JUL 2024
  - ★ Collaboratively designed and developed a website for the Seneca Software Developers Club within 5 days, working closely with a teammate
  - ★ Applied UX/UI design principles and front-end development languages to create a user-friendly and visually engaging interface

RELATED EXPERIENCE

Programmer Analyst (Co-Op) — Toronto Transit Commision   JAN 2024 - AUG 2024
  - ★ Created, enhanced and published intranet web pages in SharePoint
  - ★ Applied SQL concepts and object-oriented programming to write, test, and deploy Visual Basic improvements for MS Access applications
  - ★ Developed online training modules to help new users develop proficiency in the Rail Cars & Shops department's computer applications

UX Designer (Co-Op) — Innovation Accelerator   MAY 2021 - AUG 2021
  - ★ Led our team of 4 to design a mobile and desktop website that successfully attracted people into the construction industry

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★ Conducted weekly client presentations, showcasing research findings and project progress, and adeptly incorporated client feedback to refine design solutions

★ Practised iterative product development, from problem definition, to design, implementation, and testing to ensure user-centric solutions

SELECTED PROJECTS

BiteClub — ADOBE / FIGMA / NEXT.JS / REACT / TAILWIND

★ Led UX/UI and front-end for BiteClub, a web app that helps diners and picky-eaters decide where to eat through personalized discovery and food challenges

★ Defined BiteClub's visual language: brand colour palette, type scale, iconography, and spacing for a cohesive look

★ Established a cohesive design system and enforced consistency across pages and states

Think Dirty App Re-Design — ADOBE

★ Redesigned a beauty app's product-submission form, guided by user research and usability feedback

★ Created 6 researched-based design iterations of form

★ 100% of user testing participants said re-design was easier to understand

★ 91% of test participants preferred re-design over original

Sad Songs for Summer — ADOBE / HTML / CSS

★ Designed and developed a website dedicated to my favourite sad song of 2022 (and my sad summer) in 1 week

★ Produced and modified stock images for visual appeal

Word-Guessing Game — ADOBE / HTML / CSS / JavaScript

★ Designed and developed an enhanced, murder mystery-themed version of "Hangman" game, incorporating time limits and penalties for incorrect guesses

★ Engineered a dynamic game environment with a three-minute countdown and random keyword selection to enhance user experience