

# Cheri-ann Renee Figueroa

## Web Designer

My background in Public Policy allows me to grasp a deeper understanding of issues at the core, see how people are impacted at the personal level and challenges me to be the bridge of communication with like-minded humans.

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## Work Experience

### Web Designer

**Pomona College** — Claremont, CA (Feb 2023 to Present)

- Coordinates and provides training and support for the College's content management system and other web-based tools.
- Generate website mockups, wireframes, and functional HTML/CSS.
- Assist in gathering feature requirements and identifying use cases.
- Assist with general day-to-day web update requests made by the campus community, and manages a customer service email account for such requests.
- Collaborate with developers, photographers/videographers, designers, and campus clients/partners.

### Graphic Designer

**VeSync (Levoit, Cosori, Etekcity)** — Anaheim, CA (Sep 2021 to Feb 2023)

- Designed packaging for stores such as Amazon, Target, Best Buy, Home Depot.
- Completed high quality projects within a 6-week time frame, reconciling feedback from key stakeholders and adhering to requests from overseas team.
- Proposed modern and intuitive product display interfaces for product development with UX designers, creative team members, and packaging engineers.
- Enhanced consumer product packaging by evaluating current design trends.

### Graphic Artist

**Microflex Film Corporation** — Riverside, CA (Jun 2020 to Jun 2021)

- Reviewed and adjusted graphics, layouts, fonts, and colors for digital and flexographic print production.
- Achieved completion of dieline library and standardized proofing templates, resulting in a more organized and faster proofing process by 50% for labels, shrink sleeves, and display boxes.
- Directed cleanup and reorganization of the media server, with 100% accuracy.

## UX Design Projects

### Olive, Health & Wellness Tracker App

**CareerFoundry Case Study** — Feb to Sep 2022

- Created a mobile-first responsive web app for users to track their moods and daily activities, write journal entries, and share entries with others in their network.
- Designed 78 high-fidelity screens from rounds of usability and preference tests.
- Engaged in information architecture, gathered and analyzed quantitative data through card sorting, and created an intuitive and navigable site map.

### Memorize, Vocabulary Learning App

**CareerFoundry Case Study** — Jan to Feb 2022

- Built a flashcard-style vocabulary learning app using the design thinking process.
- Conducted research including competitive analysis, user interviews, surveys, and additional usability tests to collect data and develop personas and userflows.
- Developed wireframes and prototypes for improvement of usability and navigation.

## Technology

HTML/CSS  
JavaScript  
jQuery  
Git  
Drupal  
WCAG  
Figma  
Adobe XD  
Illustrator  
Photoshop  
InDesign  
Lightroom  
Sketch  
InVision  
Marvel  
Principle

## Skills

User Testing  
UI Design  
User Research  
Wireframing  
Prototyping  
Information Architecture  
Interaction Design  
Design Thinking  
Product Development  
Creative Strategy  
A/B Testing

## Education

### Certificate of UX Design

CareerFoundry, Jan 2022 to Jan 2023  
Specialization in Frontend Development

### B.A. Public Policy

UC Riverside, Fall 2017  
Concentration in Social/Family/Cultural  
Policy and Health/Population Policy