

# Cheri-ann Renee Figueroa

## UX 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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## 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, multiple iterations, and a style guide through 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 following 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.

## Work Experience

### Graphic Designer

**VeSync (Levoit, Cosori, Etekcity)** — Remote (Sep 2021 to Present)

- Complete high quality projects within a 6-week time frame, reconciling feedback from key stakeholders and adhering to nonnegotiable requests from overseas team.
- Propose modern and intuitive product display interfaces for product development with UX designers creative team members.
- Enhance consumer product packaging by evaluating current design trends.

### Graphic/UI Designer

**Anti-Fragility Health** — Anaheim, CA (Jun to Jul 2021)

- Built mockups for software, web, social media, and email campaigns using Figma and Adobe Suite.
- Quantified users' needs by conducting user research in-person and online.
- Managed visuals based on requirements for the content and design team.

### Production Artist

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

- Achieved completion of dieline library and standardized proofing templates, increasing ease-of-use for proofing and reducing amount of time needed to process by 50% for labels, shrink sleeves, and display boxes.
- Directed cleanup and reorganization of the media server, with 100% accuracy.

## Skills

User Testing  
UI Design  
User Research  
Wireframing  
Prototyping  
Information Architecture  
Interaction Design  
Design Thinking

## Technology

Figma  
Sketch  
Adobe XD  
Photoshop  
Illustrator  
HTML/CSS  
Javascript  
InVision  
Marvel  
Principle

## Education

### Certificate of UX Design

CareerFoundry, Jan 2022 to Jan 2023

### B.A. Public Policy

UC Riverside, Fall 2017

Concentration in Social/Family/Cultural Policy and Health/Population Policy