Cheri-ann Renee Figueroa

Web Designer

Portfolio: cheriannrenee.github.io
Email: cheriannrenee@gmail.com
Phone: (510) 599–2086
LinkedIn: linkedin.com/in/cheriannrenee

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.

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.
- 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, 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 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