

CATHERINE JADE DE LEON

UX/UI Designer

DESIGN EXPERIENCE

Bloc Program, Designer Track

Expected completion date: September 2020

- Learned industry best practices and design process standards with a focus on UX Research, Visual Design, and Front-end development.
- Created and deployed projects while learning new tools and frameworks by collaborating several hours every week with a senior product designer.

Sweet Spot, project

- A tennis court reservation app that allows the user to book a tennis court ahead of time as well as find others to play with.
- Worked on UX/UI design, brand, identity, research

Prototype: sweetspot.catdeleon.design

Clout Storage, project

- A photo service that allows you to upload photos and automatically tags and organizes them using machine learning and AI.
- Worked on UX/UI design, brand, identity

Prototype: cloutstorage.catdeleon.design

PREVIOUS EXPERIENCE

You Inc, ItsJudyTime

Executive Assistant to an influencer & co *September 2017 - Present*

- Post social content and engage with influencer's audiences on various social media platforms.
- Assist the company and its bookkeeper with managing various tasks regarding finances.
- Handle customer service for the influencer's store brand, including direct correspondence with the store brand's fulfillment center.
- Perform a variety of miscellaneous administrative duties, including, but not limited to, wearing a whole lot of hats.

Henley-Putnam University

Institutional Research Coordinator *January 2016 - August 2017*

- Contributed to all departments by building and supplying reports with Crystal Reports and surveys with Snap Surveys based on each department's needs.
- Assisted the President and executive team with communication from the university to the student body, along with other miscellaneous tasks.

Student Advisor *January 2015 - December 2015*

- Acted as the university point of contact for over 100 students, directing them to appropriate departments and assisted them with classroom navigation.
- Found the best solution for the student based on his or her situation, as every student is case-by-case.

Specialist, Advising and Registration *October 2014 - December 2014*

- Assisted the university with transitioning between student management systems, handling both physical and digital files.
- Assisted Advising and Registration departments with student management and miscellaneous tasks and duties.

ABOUT

📍 San Francisco Bay Area

🌐 catdeleon.design

✉ catherinejade.deleon@gmail.com

📞 (408) 813-5067

DESIGN SKILLS

RESEARCH

Surveys
Persona building
Journey Mapping
Wireframing

FRONT-END

JavaScript
CSS3

DESIGN TOOLS

Figma
Sketch
InVision Studio
Git
GitHub
Chrome Dev Tools

EDUCATION

San José State University

**B.S. Applied Mathematics,
Class of 2014**

*Concentration in Applied and
Computational Mathematics*

ACHIEVEMENTS

President of the Math Club,
San José State University

**Finalist, Intramural Speech
Tournament,**
San José State University