

# CATHERINE JADE DE LEON

UX/UI Designer

## DESIGN EXPERIENCE

### Bloc Program, Designer Track

*Completed 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](https://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](https://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](https://catdeleon.design)

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📞 (408) 813-5067

## DESIGN SKILLS

### RESEARCH

Surveys  
Persona building  
Journey Mapping  
Wireframing

### FRONT-END

HTML5  
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