Daisy Fernandez-Reyes

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EDUCATION

Chapman University, Orange CA   *Graduation; May 2025*

Bachelor of Science in Software Engineering; Minor in Peace and Justice Studies

- ✿ *Relevant Coursework:* Digital Illustration, 2d Art, 3d Art and Design, Human Computer Interaction, Human Factors, Technical Writing, IOS App Development (Spring 2025), Web Development (Spring 2025),
- ✿ *Awards:* College Bound Alumni, Eugenia Love Scholar, Chapman University Outstanding Junior in Leadership 2024, Codédex Design Challenge Winner November 2024, Wilkinson College Design Contest Winner 2024

Grow With Google, Remote   *Spring 2025*

Google UX Design Professional Certificate

TECHNICAL SKILLS

Figma, Adobe Creative Suite (Illustrator, Photoshop), User-Centered Design (UCD), User Research, Interaction Design (IxD), Information Architecture (IA), Prototyping (Rapid, Interactive), Wireframing, User Flows, Journey Mapping

Languages: *Spanish (fluent and native), English (fluent and native), American Sign Language (Intermediate)*

PROFESSIONAL EXPERIENCE

Smart Dance; UIdeas Lab   *December 2023- Current*

User Experience Research and Development: Qualitative Analyst

- ✿ **HCI & UX/UI Researcher:** Led user research initiatives (Design Thinking, UCD) principles to identify critical pain points and user needs from 40+ participants.
- ✿ **Project Management:** Applied Agile to iteratively develop and refine UX/UI prototypes based on user feedback.
- ✿ **Qualitative Analyst:** Conducted a thematic analysis on user interviews to enhance user experience and engagement.

Harmonic Threads; UIdeas Lab   *March 2023 - Current*

User Experience Research and Development: Qualitative Analyst

- ✿ **Prototype Specialist:** Researched and developed natural user interfaces (NUIs) and applications of augmented reality in education to develop an application and prototype for "Harmonic Threads"
- ✿ **Researcher:** Co-Led a research project and publication focused on developing innovative tools to support children with neurological development disorders, such as ADHD and autism. Research findings were published in the Digital ACM library.
    - o [*"Furthering Development of Smart Fabrics to Improve the Accessibility of Music Therapy"*](#)

PASSION PROJECTS

Codepath x AmazonNext 2024 Design Challenge   *December 2024 – January 2025*

Participant, UX/UI Researcher and Designer

- ✿ **Accessibility Researcher:** Conducted qualitative and quantitative research with the blind and low vision community to identify challenges in using screen readers on social media platforms
- ✿ **UX Researcher:** Analyzed community feedback to identify usability gaps in screen reader application to guide redesign decisions for screen reader access, leveraging AI and computer vision to improve social network interaction.

Covalent Therapy   *June 2024 – July 2024*

Graphic Designer; Branding and Visual Design

- ✿ **Branding and Visual Designer:** Developed the visual identity for a private marriage and family therapy practice, including logo design, color palette, and business card design.
- ✿ **Client Focused Design:** Created designs that reflected client values of communication, compassion, and healing.

Skillmate; Tinder for Jobs   *February 2024 – May 2024*

UX/UI Design Lead

- ✿ **UX/UI Design and Prototyping:** Designed and developed interactive prototypes by creating visual interface / UI elements (logo, typography, color palette) in Illustrator/Photoshop, and prototyping in Figma to define user experience.
- ✿ **Design Lead:** Led design and prototyping for Skillmate, a social media platform aimed at simplifying and humanizing the job search process ("Tinder for Jobs"). Delivered an IOS application for final deliverable.

LEADERSHIP AND INVOLVEMENT

Society of Women Engineers (Founding Member, Vice President, Graphic Designer), Colorstack (Chapter Founder), Computer Science Club (Founding Member and Graphic Designer), Girls Who Code, Rewriting the Code, Peace Studies Union, Chapman Latinx Club, Boys & Girls Club Mentor, Promising Futures Program: First-Generation Advocate