

# Diana Southiphomma

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## EDUCATION

**The University of Iowa**

B.A. Informatics (Human-Computer Interaction)

**CareerFoundry**

UI Immersion Design Certificate

**Iowa City, IA**

May 2019

**Online Program**

December 2020

## UI/UX TOOLS/SKILLS

Sketch InVision Figma Adobe Illustrator HTML CSS

## WORK EXPERIENCE

*Freelance Designer*

September 2020 – Present

**Gore Health Apps**

**Remote**

- Designed the user interface for web and Android devices using Figma
- Created a company logo with ProCreate and Adobe Illustrator to establish branding

*Siri Analyst*

October 2019 – May 2020

**Apple**

**Austin, TX**

- Evaluated Siri responses using analytical skills to improve the Siri experience
- Performed repetitive analytical tasks while reaching one of the highest productivity times on the team within 4 months

*Bioinformatics Intern*

August 2018 – December 2018

**Immortagen**

**Coralville, IA**

- Utilized Bash to run programs that converted data to readable file types
- Aided in developing molecular biomarkers for cancer outcomes by performing research

## CAREERFOUNDRY DESIGN PROJECTS

*Portfolio Website*

January 2020 - Present

- Built a portfolio website with HTML and CSS to showcase design projects

*Shopping App UI*

December 2020

- Established brand guidelines to design consistent responsive UI designs
- Implemented feedback from user tests to improve user flow and consistency

*Messenger App UI/UX*

November 2020

- Created high-fidelity wireframes and utilized Flinto to implement animations

*Sustainability App UI*

October 2020 – November 2020

- Designed a sustainability app for iOS and Android while following appropriate guidelines for the different device types

*Vacation Rental App UI/UX*

July 2020 – October 2020

- Designed wireframes and presentation mockups of responsive UI designs
- Performed user research and testing to improve user-centered design and experience

## PERSONAL PROJECTS

*Harry Potter Web Page*

June 2019

- Built a web page with HTML and CSS as a tribute to the Harry Potter series