

# Maria Silaban

## Digital Product Designer

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### EXPERIENCE

#### Volvo USA - Customer Experience Intern

Jun 2020 - Jul 2020

Auditing the Learning Management System so that it allows current and future employees to take classes that are user friendly, interactive and effective. Implementing a user journey that takes employees through their required classes in a seamless and intuitive way.

#### Tula Skincare - User Experience Design Intern

Jun 2019 - Aug 2019

Created a Skin Quiz that allows TULA customers to find and purchase products that target their skin needs. Conducted user research by utilizing user surveys and affinity diagrams to narrow down pain points. Designed prototypes using Sketch and InVision for easier transition into the development stage.

#### Medium Design Collective - User Experience Designer

Sept 2018 - Dec 2019

Created mockups for website installations intended to spread design thinking on campus using Sketch and InVision. Worked collaboratively in a team of 20 people to brainstorm, create affinity diagrams, prototype, and coordinate deadlines.

### PROJECTS

#### Beary Good - Product Designer

May 2019

Designed a mobile app that facilitates daily productivity in college students by targeting their outlook on doing work through an interactive gamified to-do list. Collaborated in a team of 4 to conduct user research using contextual interviews and diary studies, brainstorm solutions, and produce high fidelity mockups.

#### Venmo - User Experience Case Study

Dec 2018

Designed a feature that allows Venmo users to split bills among their friends. Conducted a user survey to understand pain points. Brainstormed possible features using an affinity diagram. Created low and high fidelity mockups using Sketch and InVision.

#### Celebrity Spotter - Graphic Designer

Jun 2019

Designed 25 high fidelity icons for an upcoming iOS app that conveys its use for meeting celebrities. Utilized the Human Interface Guidelines to align icons with iOS standards.

### EDUCATION

#### Cornell University

Aug 2017 - May 2021

B.S in Computer Science with minors in Information Sciences (UX concentration) and Asian American Studies

### SKILLS

#### Design

Interaction Design  
Data Visualization  
User Flows  
Prototyping (lo-fi, mid-fi, hi-fi)  
Wireframes  
Personas

#### Research

User Interview  
Usability Testing  
Diary Studies  
Co/Participatory Design  
Surveys

#### Tools

Figma  
Sketch  
InVision  
Adobe Creative Suite

#### Development

JavaScript (D3.js)  
HTML/CSS  
Python  
Java  
OCaml

### RELEVANT CLASSES

Advanced Human Computer Interaction  
Design Data Driven Web Apps  
Human Computation  
Networks