

# Maria Silaban

## Digital Product Designer

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### EXPERIENCE

#### Cedars-Sinai Medical Center - UI/UX Designer

Sept 2020 - Present

- (Pro Bono) Utilizing user-centered design to create a centralized website for quick and convenient access to educational materials for 300 Registered Nurses and Surgical Technologists to improve the quality of patient care and clinical outcomes.

#### Volvo USA - Customer Experience Intern

Jun 2020 - Jul 2020

- Implemented a user journey that guides employees through their required classes seamlessly and intuitively.
- Audited the Learning Management System to allow current and future employees to take user-friendly, interactive, and effective classes.

#### 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 by leveraging user survey data sent to 60,000 users, and affinity diagrams to narrow down pain points.
- Designed hi-fi prototypes using Sketch and InVision

#### Medium Design Collective - User Experience Designer

Sept 2018 - Dec 2019

- Collaborated in a team of 20 people to brainstorm, create affinity diagrams, prototype, and coordinate deadlines for website installations intended to spread design thinking on campus.

### PROJECTS

#### Sous Chef - Product Designer

August 2020

- Fostered an inviting environment for beginners to master chefs to step out of their comfort zones conveniently by designing a mobile app that encourages users to try new recipes and improve their cooking skills through interactive step by step tutorials.

#### Beary Good - Product Designer

May 2020

- 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

- Conducted user research to identify pain points and leveraged data to design a feature that allows Venmo users to split bills among their friends.
- Created low and high fidelity mockups using Sketch and InVision.

### 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  
Principle  
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