Maria Silaban

Digital Product Designer

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EXPERIENCE

Cedars-Sinai Medical Center - UI/UX Designer
Sept 2020 - Present

- (Pro Bono) Utilized 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

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

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 surveys 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
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