

SAMEETA SATYA

sasameeta@gmail.com

954 De Haro St. Unit A, San Francisco, CA 94107 • (469) 274-7721

EDUCATION

THE UNIVERSITY OF TEXAS AT AUSTIN

Bachelor of Business Administration, Marketing

Secondary Certification, Computer Science • Minor, Digital Art • Minor, Theater

Austin, TX

May 2015

LOYOLA MARYMOUNT UNIVERSITY

California Single Subject Teaching Credential in Secondary Math

Richmond, CA

May 2016

THE UNIVERSITY OF CALIFORNIA, BERKELEY

California Designated Subjects Teaching Credential in Computer Science

Berkeley, CA

August 2017

TREEHOUSE

Techdegree in UX Design

Oakland, CA

May 2020

TECHNICAL COMPETENCIES

Applications: MS Office, Google Suite, Adobe Creative Suite

Programming Languages: Java, Python, HTML/CSS/Javascript

Prototyping: Figma, Sketch, Keynote, Android Studio

WORK CONSIDERATIONS

Design Strengths: Visual & Interaction design, User research

Languages: Working fluency in Spanish

Work Eligibility: Eligible to work in the U.S. with no restrictions

PROFESSIONAL EXPERIENCE

NIANTIC, INC. – UX Designer, Pokémon GO

San Francisco, CA • March 2022 – Present

- Crafted Full-flow UX mocks and interaction designs for many large-scale game features in Pokémon GO. Notable features that have been released include: Raid Trainer Achievements Leaderboard, Evolution Preview, & Daily Adventure Incense
- Collaborated with game designers to develop and prototype new feature mechanics with a focus on accessibility
- Led and conducted user research in partnership with external agencies to test explorative features or existing feature modifications with the player base
- Documented UI polish needs and drafted associated requests for such bug fixes to share with Tech Artists and QA Engineers
- Generated written and visual proposals for new features to gain alignment and approval from key stakeholders and IP partners

UX Design Associate

December 2020 – March 2022

UX Design Apprentice

March 2020 – December 2020

GOOGLE, CODE NEXT – Computer Science & Clubs Instructor

Oakland, CA • May 2019 – August 2020

- Developed curriculum for computer science courses in web development, mobile app development, and other STEM topics
- Taught a weekly class in computer programming, and led extracurricular activities with maker space and creative technologies

TEACH FOR AMERICA, WEST CONTRA COSTA USD – Secondary Instructor

Richmond, CA • August 2015 – August 2018

- Taught high school subjects of Algebra I, Geometry, Computer Programming, Computer Applications, Computer Graphic Art, and AP Computer Science Principles to classes of 35+ students during 5, 55 minute periods daily
- Coached the extracurricular Mock Trial team and Robotics team from club creation to competition

PEPSICO, FRITO LAY NORTH AMERICA – Marketing Analyst Intern

Plano, TX • May 2014 – August 2014

- Utilized consumer point of sale and panel data to determine how salty snack competitors fare in comparison to Frito Lay
- Developed and presented on a regional activation strategy for Frito Lay to implement for the *Doritos Dinamita* Brand

UNIVERSITY OF TEXAS, INFORMATION MANAGEMENT & ANALYSIS – Student Associate

Austin, TX • October 2012 – June 2015

- Utilized MS Excel to analyze data about the University of Texas at Austin's student demographics
- Condensed statistical data from files with over 50000 elements in MS Access

SOUTHERN METHODIST UNIVERSITY, MEADOWS MUSEUM – Marketing and PR Intern

Dallas, TX • January 2012 – May 2012

- Created reports on zip code analysis of membership and visitors to the museum
- Utilized social media and data entry to market museum exhibitions through AD development

LEADERSHIP EXPERIENCE

WCCUSD, HERCULES HIGH SCHOOL – Technology Liaison

Richmond, CA • August 2017 – August 2018

Served as the point person for the school for all technological issues and initiatives, such as the deployment of one-to-one student laptops

WCCUSD, HERCULES HIGH SCHOOL – Math Department Chair

Richmond, CA • August 2016 – August 2017

Led a core of 6 math teachers through creation and implementation of a common assessment strategy