

Farica Carroll

EDUCATION

Bachelor of Science in Graphic Communication

California Polytechnic State University - San Luis Obispo, CA

Concentration in Web & Digital Media

To be conferred June 2018

Cumulative GPA: 3.77

Santa Reparata International School of Art - Florence, Italy

CONTACT

Study Abroad Fall Semester 2017: Studio Art, Printmaking, & Fashion Design

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EXPERIENCE

Visual Designer

Zoomforth | San Francisco, CA

March 2017 — Present

- Designed initial sketches to final mock-ups for various UI / UX screens for Zoomforth online application software
- Applied brand book rules to various client Zoomforth page designs
- Consolidated client information and edited HTML / CSS to best display information in a visual story using images, media, and text layout

SKILLS

Visual Design
Product Design
HTML / CSS
JavaScript
Usability Testing
User Research

User Interface and User Experience Designer

Jupyter | Cal Poly, CA

April 2016 — Present

Executed a design driven development process with a team of developers as
the main designer which included identifying user needs, forming personas,
brainstorming ideas, creating wireframes and mockups, and prototyping the
final result

SOFTWARE

Logos and Branding

Sketch Illustrator InDesign InVsion KeyNote

- Developed multiple widget plugins to implement into a data science computing software
- Created and conducted user tests to guide further improvements
- Established, published, and presented Jupyter Branding Guidelines defining brand colors, typography, logo spacing and proportions, and more
- Collaborated with senior designer to prototype Jupyter's documentation page using Bootstrap

AWARDS

User Interface and User Experience Designer

President's List

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Hackers / Founders | San Jose, CA

June 2013 — April 2016

- Awarded for the 2015-2016 and 2016-2017 Academic Year
 - Dean's Honors List

Awarded for the following: Winter 2014 - Spring 2017

Camp PolyHacks 2017

Third Place out of Fifteen Teams

- Designed initial wireframes to enhance the user interface of multiple company websites
- Worked on multiple projects ranging from icons and assets for the front-end developer on the website
- · Created logos, icons, and additional design assets for several companies
- · Redesigned investor pitch decks for several companies