Farica Carroll

CONTACT

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SKILLS

Design
Sketch
Adobe Illustrator
Adobe InDesign

Languages
HTML / CSS
JavaScript
jQuery
Mandarin Chinese

Applications
Google Apps
InVision
Microsoft Office

AWARDS

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

Dean's Honors List
Awarded for the following:
Winter 2014 - Fall 2017

Camp PolyHacks 2017
Third Place out of Fifteen Teams

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: 3.730

Santa Reparata International School of Art - Florence, Italy
CEA Studio Art, Printmaking, & Fashion Design
Fall Semester 2017

RELEVANT EXPERIENCE

Visual Designer

Zoomforth | San Francisco, CA   *March 2017 — Present*

- Executed initial sketches to final mock-ups for various UI / UX screens for Zoomforth online application software
- Applied client 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

User Interface and User Experience Designer

Jupyter | Cal Poly, CA   *April 2016 — June 2017*

- 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
- Developed multiple effective widget plugins to implement into JupyterLab, an application that allows you to create and share documents that contain live code, equations, visualizations and explanatory text
- Attended SciPy 2016 and conducted over 30 user tests and compiled the data to guide further improvements on the application and drive future design decisions
- Created Project Jupyter's Brand Guide Book defining brand colors, voice and tone, typography, logo spacing, logo proportions, etc. using strong visual hierarchy
- Helped design and prototype Jupyter's documentation page using Bootstrap

User Interface and User Experience Designer

Hackers / Founders | San Jose, CA   *June 2013 — April 2016*

- 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

Self-driving Wheelchair Project

Interaction Design II | Cal Poly, CA   *Jan 2017 — March 2017*

- Created an original digital product of interaction design using user-centered design and usability analysis
- Conducted user research with potential users, created personas and identified user goals to direct design process
- Performed competitive analysis and referenced visual languages of other successful applications
- Used InVision to prototype application and perform user tests