Vianey Garcia
User Experience Designer

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OBJECTIVE:

A resourceful creative with a background in the visual arts with a proven ability to apply user research, wireframing and prototyping, and usability testing to design intuitive and engaging products. Passionate about human-centered design aiming to explore, cultivate relationships, and create meaningful experiences.

ACCOMPLISHMENTS:

- Led the UX design for the AltaMed Health Services Workforce Recruitment landing page, attracting over 100,000 visitors and accumulating 150,000 views, resulting in 66,000 clicks to the Workday application website.
- Awarded first place of 29 submissions in Next Shift Learning & Snap Inc.'s U.S. Snap Lens Challenge 2022. Designed and developed an Augmented Reality lens with 2,500+ views & 120+ shares in Lens Studio.
- Collected in-depth qualitative and quantitative user research by observing, interviewing, surveying, and conducted usability testing sessions with 20+ customers to presumably boost mobile interactions with the brand by 38%.
- Recognized by leadership to lead an all-male team of 3, including a developer and 3D designer, for our final project focused on educating pre-teen girls about women in STEM. Oversaw project management deadlines, assets, and delivery of the final AR lens, garnering 84,000+ views and 250+ shares.

TOOLS:

Adobe Creative Suite (InDesign, Photoshop, Illustrator, After Effects, AdobeXD), Lens Studio, Blender, HTML, CSS, JavaScript, Figma, Invision, Unbounce, Miro, Notion, Slack, Figjam, G Suite.

DESIGN SKILLS:

User-Centered Design, Wireframes, User Flows, Design Thinking, Rapid Prototyping, Field Research, Interviews, Personas, Journey Mapping, Storyboarding, Product Design, User Interface Design, Usability Testing, Motion Graphics.

EXPERIENCE:

Sensis Agency   **Los Angeles, CA**
UX Design Intern   *July 2023 - December 2023*

Sensis Agency is an integrated cross-cultural agency that connects people with brands through marketing that builds relationships across cultures. Sensis is strategy-led and digital-centric, driven by robust cross-cultural research, data, and insights. This enables diverse audiences to participate in and benefit from the products and services Sensis promotes for clients.

- Led the design for the AltaMed Health Services Workforce Recruitment campaign, resulting in a 30% increase in recruitment candidates.
- Revamped the forthcoming navigation and footer details for the AltaMed website, ensuring adherence to branding elements and color schemes.
- Conceptualized and created deliverables, including content plans, journey maps, wireframes, and prototypes, utilizing Figma and Unbounce with a problem-solving mindset.
- Embraced an iterative design process, communicated design concepts to cross-functional teams and stakeholders, and incorporated feedback to refine and enhance designs throughout development.

Product Designer / Augmented Reality Designer   **Los Angeles, CA**
Freelance   *Nov 2022 - July 2023*

Implemented user centered design practices and developed digital products for various clients, such as websites, branded content, and innovative augmented reality (AR) concepts that meet project objectives and user needs using Figma, Lens Studio, Blender, and Adobe Creative Suite.

- Produced original art and layouts for a wide range of client needs, including user interface design, 3D models, and textures.
- Created wireframes, storyboards, prototypes, and visual designs to articulate digital and AR concepts and user interactions.
- Tested and refined AR lenses to ensure alignment with client and user requirements and effective performance across various platforms and devices.
- Collaborated with clients to define design vision, scope of work, and deliverable timeframes; gathered feedback and iterated based on their input.

Snap Inc. / Next Shift Learning   **Los Angeles, CA**
Snap Lens Scholar   *Jun 2022 - Aug 2022*

Snap Inc. is a technology company with the belief that reinventing the camera represents the greatest opportunity to improve the way people live and communicate. Snap Inc. and Next Shift Learning offer the Snap Lens Academy, a 9-week remote lens creation and augmented reality (AR) program to support and empower the next generation of AR creators.

- Designed 10+ interactive AR lenses using Lens Studio, Blender, Photoshop, Illustrator, After Effects, and Javascript, resulting in over 70,000 total shares.

- Learned and used Lens Studio, an application designed for artists and developers to build augmented reality lens experiences. 75% of Snapchat's 210 million daily active users play with Lenses each day.
- Applied design thinking and collaborated in teams of 3 during weekly hackathons, consistently delivering interactive and engaging lenses by the deadline.

Memo - Student Project, Santa Monica College   **Santa Monica, CA**
UX Researcher   *May 2022 - Jun 2022*

Memo is a smart TV app that allows seniors with dementia to be reminded of daily tasks and be entertained with activities that offer mental, physical, and social stimulation, such as games, exercises, photographs, and music. Caregivers can set these reminders and activities and get notified when they are completed through the Memo smartphone app, allowing them to monitor from a distance.

- Researched, interviewed, and identified the needs of individuals with dementia and their caregivers, leveraging a blend of market research, product development, strategy, and design to craft the user experience.
- Extracted insights and delineated the user experience through personas and storyboards, informing the overall design.
- Conducted usability testing on a Figma prototype of the mobile interface, remotely engaging with 3 caregivers via Zoom.

Grand Games - Student Project, Santa Monica College   **Santa Monica, CA**
UX Designer and Researcher   *Sep 2021 - Nov 2021*

Grand Park is a 12-acre park located in the civic center of Los Angeles, CA, and welcomes approximately 1 million visitors annually. To enhance the guest experience and encourage visitors to co-create the story of Grand Park, I collaborated in a multidisciplinary team of 6 people to revamp the visitor interactions. Using participatory signs and decals, Grand Games invited Grand Park L.A. visitors to interact with their environment, presumably boosting mobile interaction with Grand Park brand 38%.

- Collected in-depth user research through observation, interviews, surveys, and testing with 20+ customers. Identified key UX pain points, leading to a complete redesign.
- Communicated concepts and insights to stakeholders from Grand Park L.A. and VeryNice design studio using sketches, storyboards, and prototypes presented via Google Slides, resulting in 6 iterations.
- Applied design thinking to align user desires with technical feasibility and business viability.

Wayve - Student Project, Santa Monica College   **Santa Monica, CA**
UX Designer and Researcher   *Sep 2020 - Dec 2020*

More than 20% of people 65+ no longer drive and may use public transportation. The Wayve travel information kiosk displays a map of stop-specific bus information so that older passengers at the stop can easily see approaching buses, arrival status, and crowd information. Passengers can interact with Wayve at the bus stop through a gesture-controlled interface. Wayve eases the communication gaps caused by COVID-19 mandates, allowing older riders to bridge the information gap and access the information they need with a touchless interface.

- Extracted and interpreted research data, applying empathy, design intuition, and accessible design to shape user personas, journey maps, and overall experiences.
- Conceptualized and designed wireframes and prototypes, ranging from low-fidelity paper prototypes to high-fidelity Figma prototypes.
- Interviewed 10 Big Blue Bus passengers and bus operators to understand their needs and pain points related to public transportation.
- Applied a narrative with digital illustrations into a vision video created in Adobe Illustrator, Photoshop, and After Effects to present the problem, insights, and solution, and advocate for the user.

Taunt Global - Student Project, Santa Monica College   **Santa Monica, CA**
Web Design   *Apr 2020*

- Engineered a responsive website for a fictional company using HTML5, CSS3, Bootstrap, and jQuery.
- Conceptualized the entire website from scratch, establishing brand identity, graphic assets, style guide, and animations.
- Integrated time and file management systems to organize work, ensuring the execution of project deadlines within the 2 week timeframe.

Home Health Care Aid   **Los Angeles, CA**
Freelance Health Care Aid   *Mar 2013 - Feb 2018*

- Administered care, executed meals, distributed medication, and provided assistance with quality of life care for 2 patients.
- Implemented a process to streamline patient tasks, including scheduling, paperwork, organization, and medical visits.
- Demonstrated empathy towards patients by actively listening and offering emotional support while effectively communicating medical information.

EDUCATION:

Santa Monica College   **Santa Monica, CA**
Bachelor of Science, Major in Interaction Design   *2019 - 2022*

Cal Poly Humboldt   **Arcata, CA**
Bachelor of Art, Major in Studio Art; Minor in Business Administration   *2008 - 2012*