

# VIANEY GARCIA

## AR / UX DESIGNER

Los Angeles, CA  
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### TOOLS AND SKILLS

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

**Design Skills:** Augmented Reality Design, 3D Modeling, Motion Graphics, Design Thinking, Rapid Prototyping, Field Research, Interviews, Personas, Journey Mapping, Storyboarding, Product Design, User Interface Design, Usability Testing.

### EXPERIENCE

#### Augmented Reality / User Experience Designer - Santa Monica, CA

November 2022 - Present

##### Freelance

- Strategized with clients to determine design vision, scope of work and deliverable timeframes.
- Created wireframes, storyboards, and prototypes to visually communicate design concepts and gather client feedback.
- Practiced user-centered design thinking while developing engaging AR experiences using Lens Studio, Illustrator, Photoshop, After Effects, and Blender.

#### Snap Lens Academy Scholar / AR Designer - Santa Monica, CA

June - August 2022

##### Snap Inc. / Next Shift Learning

- Selected as 1 of 15 scholars from 150+ applicants for a 9-week remote augmented reality lens creation program.
- Demonstrated visual design, 3D and coding skills by creating 16 interactive augmented reality lenses from concept through completion using Adobe Photoshop, Blender, After Effects, JavaScript, and Lens Studio garnering over 70 thousand shares.
- Applied design thinking in a collaborative environment to deliver experiential lenses within tight timeframes of 1-5 hours.

#### UX Designer and Researcher - Santa Monica, CA

September - November 2021

##### Grand Games - Student Project, Santa Monica College

- Collaborated in a multi-disciplinary 6 person team to revamp the visitor interactions at Grand Park L.A. using participatory signs and decals designed in Figma.
- Collected in depth user research by observing, interviewing, surveying, and user testing 20+ customers; identified key UX pain points that led to a complete redesign.
- Communicated concepts and insights to stakeholders and teammates with sketches, storyboards, and prototypes presented using Google Slides, resulting in 6 iterations.

#### UX Designer and Researcher - Santa Monica, CA

September - December 2020

##### Wayve - Student Project, Santa Monica College

- Conceptualized and designed wireframes and prototypes of interactive kiosk with Figma to enable seniors to access Santa Monica Big Blue Bus transit information during COVID-19.
- Developed digital illustrations and vision video with a strong narrative to showcase the impact of the solution using Adobe Illustrator, Photoshop, and After Effects.
- Gathered qualitative data from 3 different sources to create a comprehensive user persona; applied accessible design principles for seniors and used findings to inform UI design.

#### Web Design - Santa Monica, CA

April 2020

##### Taunt Global - Student Project, Santa Monica College

- Engineered a responsive website for a fictional company using HTML5, CSS3, Bootstrap and JQuery.
- Conceptualized entire website from scratch, establishing brand identity, producing visual and graphic assets, and animations.
- Integrated time and file management systems to organize work and execute project deadlines.

### EDUCATION

#### Santa Monica College, Santa Monica, CA

June 2022

B.S. Interaction Design - 4.0 GPA

#### Cal Poly Humboldt Arcata, CA

June 2012

B.A. Studio Art - Minor Business Administration

### RECOGNITION

#### Snap AR Lens Challenge First Place Winner

May 2022

Designed an Augmented Reality Lens that integrated 2D, 3D, and scripting.