Isabel Anguera

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User Experience Designer

Detail-oriented professional with 5+ years of combined academic, project, and career experience in digital product, and UX/UI design. Collaborates with leaders and team members to transform complex systems into elegant, user-friendly products and components. Leads teams to complete projects on time and with immense attention to detail via strategic planning, organization, and proactive follow-through. Skilled in both industry-standard and cutting-edge technologies to facilitate efficient creation, development, and testing of products.

Core Competencies

User Experience (UX)	Figma	User-Centered Design
User Interface (UI)	Sketch	Wireframing
Digital Product Design	Adobe CC	Prototyping
Information Architecture	HTML/CSS/Javascript	Design Thinking
Visual Design	High/Low Fidelity Mockups	User Research & Testing

Education

Bachelor of Fine Arts in Design and Technology / Bachelor of Arts in Culture and Media Studies *(Dual Degree)*

The New School – New York, NY: 2021   GPA: 3.87

- ▶ **Honors & Awards:** Graduated with Honors and Departmental Honors (BFA); Graduated with Honors (BA); allowed to enroll in 5 graduate-level courses (incl. Computational Form, Collab: OnePlus, Design Principles)
- ▶ **Activities & Societies:** BFA Thesis Publication Team Lead

Professional Experience

PARSONS SCHOOL OF DESIGN | *New York, NY*

User Experience Designer — Digital Archive (Remote)   **May 2021 – Aug 2021**

Co-led the creation of a digital archive for Parsons' Design and Technology BFA department, including systems for submitting to, referencing, and managing the archive.

- ▶ Conducted initial user testing to better understand and address the needs of the archive's projected audience.
- ▶ Managed and evaluated hierarchies of information using different technologies.
- ▶ Implemented systems thinking that accounted for different use cases (submitting to, referencing, and managing the archive) and designed a low-maintenance submission system, optimizing the archive's functionality and ease of use.

Technologies Utilized: Google Forms, Google Sheets, Airtable

Research Assistant (Remote)   **Mar 2020 – Jul 2020**

Collaborated in a team of three to develop and launch p5.Party, a multi-user JavaScript library.

- ▶ Built demo projects using the library to showcase and test its functionality.
- ▶ Formulated ideas for new library features while creating demo projects.
- ▶ Created tutorials and documentation to assist others with library adoption and utilization.
- ▶ Co-hosted bashes introducing the library to a total of ~50 new users.

Technologies Utilized: Git, GitHub, JavaScript, p5.js, HTML/CSS, Notion

URBAN INTERIORS | *Baltimore, MD*

Digital Marketing Associate   **Jul 2016 – Aug 2019 & Aug 2021 – Present**

Provided digital marketing support to improve branding and increase business for a Baltimore-based vintage furniture store.

- ▶ Redesigned the company's WordPress site to reflect its unique brand identity better.
- ▶ Established a strategic social media presence, which has since earned >10K followers across Instagram.
- ▶ Partnered with leadership to design logo and brand assets for gift cards, flyers, and more.

Technologies Utilized: WordPress, Adobe Illustrator, Adobe Photoshop, Figma, WooCommerce

Languages

Spanish (Fluent), **French** (Proficient), **Portuguese** (Conversational)