| Joaquina Mascuch  UX Researcher/ UI Designer, Content Designer | joaquinamascuch.com  joaquina.mascuch@gmail.com  **(720) 318-7742**  [**linkedin.com/joaquina-m**](https://www.linkedin.com/in/joaquina-mascuch-453532262/) |
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| PROJECTSUX Designer, Content Manager / Hummingbird WellnessJUNE 2016-PRESENT Design and manage company Wordpress website front and backend. Implement SEO best practices with a 40% increase in web traffic. Create web content and marketing material. UX Designer (Student) / Various ProjectsMARCH 2023-JULY 2023 Redesigned nonprofit website and NSA.gov website as a RWD, designed mobile travel app. Developed user flows, high fidelity wireframes, clickable prototypes. Conducted heuristics and usability testing. Implemented content design and copywrite. Collaborated in team projects & participated in project critique. WORK EXPERIENCEChinese Medicine Practitioner-Life Coach / Hummingbird WellnessJUNE 2016-present Wellness Center. Treated more than 10,000 patients as Chinese Medicine Practitioner & Life Coach. Increased client base by more than 60% over 8 years. Developed strong communication skills and problem solving abilities. State Certified Spanish Interpreter / Denver District CourtsJUNE 1998-JUNE 2016 Denver District Court oversees all criminal, juvenile, and civil cases pertaining to the District Court system. Facilitated communication for non-English speakers into the Spanish language. Coordinated case management and classes, managed office of Language Interpreters, trained junior interpreters. | Education  * **Denver University UX/UI Bootcamp** * UX/UI Design Certification * **Colorado School of Traditional Chinese Medicine** * Masters of Science TCM  SKILLS **Visual Design**  **Prototyping**  **User Research**  **Wireframing**  **Usability Testing**  **Branding**  **Content Design**  **Copywriting** TOOLS **Figma**  **Miro**  **Basic HTML/CSS**  Wordpress |
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