Lupe Paniagua

Product Designer

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experience ✨

emocha Health
Product Design Intern
Jul 2022 – Aug 2022

- Conducted a design audit and built a visual design system for emocha's branding to maintain consistency across web + iOS products. *Full specifics under NDA.*
- Conducted UX research and collaborated with cross-functional teams & designers.

UC Berkeley Food Institute
UI Design Lead
May 2022 – Aug 2022

- Singlehandedly led design & strategy for website overhaul project to improve BFI's current brand identity. Built UI for 30+ pages across devices and proposed a more effective website architecture.
- Executed the revamp of the information architecture, user flow, visual design & content of BFI's website.

UC Berkeley Basic Needs Center
Branding Intern
Feb 2022 –May 2022

- Designed 5+ posts to highlight the BNC staff for the Instagram page and learned to work within a set of branding guidelines.
- Brainstormed marketing strategies that could be implemented to increase overall outreach.

UC Berkeley EECS Department
Student Admin Assistant
Sep 2019 – May 2023

- Redesigned the previous mass communication system to be more accessible, streamlined, and refined visually. The newsletter reached over 2,000+ EE/CS students weekly.
- Responsible for other administrative tasks and projects: daily room reservations, course enrollment emails, designing posters and presentations for social events, and more.

City of Irving Police Department
Domestic Violence Advocate
Sep 2018 – May 2019

- Provided resources and crisis emotional support primarily to over 5+ victims of domestic violence daily.

education 🎓

Univeristy of California, Berkeley
Bachelor of Arts in Cognitive Science
Aug 2019 - May 2023

skills 🛠️

Languages

Fluent Native Spanish

Design

Product Design, Visual Design, System Thinking, User Research + Testing, User Flows, Personas, Storyboards, Information Architecture, Prototyping, Wireframing, Sketching, Branding

Development

HTML + CSS, Python, Javascript, AdvancedGit, Github, Java, Swift, Xcode, React, Bootstrap

Tools

Adobe Creative Suite (Illustrator, Photoshop, Fresco), Figma + FigJam, Miro, Procreate, Canva, Microsoft Office, Google Suite, Jira, Pendo