Lupe Paniagua

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experience

emocha Health
Product Design Intern
Jul 2022 - Present

- Updates coming soon; Currently building out a visual design system for emocha's products & supporting other designers with research and UI related projects.

UC Berkeley Food Institute
UI Design Lead
May 2022 - Present

- 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.

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

- Designed 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.

Cubstart: Intro to Building Apps DeCal
Teaching Assistant
Aug 2020 - Jan 2022

- Initially served as a Web TA for over 30+ students in Fall 2020. Moved on to an iOS TA in Spring 2021. Topics covered: Git, HTML/CSS, Javascript, APIs, Web Deployment, MVC, Swift, Multiple/Table Views, Navigation Controllers, Mapkit, and Firebase.
- Ultimately became a lead director (Spring 2021) where facilitated the staff and students, organized, & managed the administrative side of the course. The course had over 60+ enrolled students in Fall 2020 but has since grown interest by 200%.

UC Berkeley EECS Department
Student Admin Assistant
Sep 2019 - Present

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

education

BA Cognitive Science

Univeristy of California, Berkeley

Aug 2019 - May 2023 *(Expected)*
GPA: 3.228

skills

Languages

Fluent Native Spanish

Development

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

Design

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

Tools

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