Lupe Paniagua

Product Designer

lupepaniagua.github.io
lupepaniagua@berkeley.edu
214-862-7818

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, Framer

Tools

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