

Lupe Paniagua

lupepaniagua.github.io

lupepaniagua@berkeley.edu

214-862-7818

Experience

emocha Health

Product Design Intern

Jun 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

Lead UI Designer

May 2022 - Aug 2022

- Singlehandedly led design & strategy for website overhaul project to improve BFI's online brand identity.
- Designed the user interface for over 30 web pages, focusing on accessible and responsive design.
- Executed the revamp of the information and website architecture, user flow, visual design, and content for better user experience.

UC Berkeley Basic Needs Center

Branding and Marketing Intern

Feb 2022 - May 2022

- Created engaging social media content, including IG posts highlighting the BNC staff, meanwhile working within a set of existing branding guidelines.
- Brainstormed marketing strategies to increase outreach.

UC Berkeley EECS Department

Administrative Assistant

Sep 2019 - May 2023

- Redesigned the previous mass communication system to be more accessible, streamlined, and refined visually, which reached over 2,000+ EE/CS students weekly.
- Managed daily room reservations, updated the EECS website, handled course enrollment and administrative emails, spreadsheet projects, and created promotional materials for social events.

Cal Hacks Organization

Director and Cubstart Lead

Feb 2020 - Jan 2022

- Organized the largest collegiate hackathon and the first global online hackathon, garnering 2,500+ attendees and 80+ mentors for both events.
- Contributed to marketing initiatives by planning and scheduling posts and emails.
- Launched and facilitated a new Berkeley course, **Cubstart: Learn How To Build**, teaching web and mobile development to 100+ students. Current course interest has grown by 300%.

Irving Family Advocacy Center

Domestic Violence Advocate

Sep 2018 - May 2019

- Provided resources and crisis emotional support to over 5+ victims of domestic violence daily.
- Reviewed 100+ police case reports daily and entered data into their database.

Education

University of California, Berkeley

Bachelor of Arts in Cognitive Science

Focus in Human-Computer Interaction

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, Advanced Git, Github, Java, Swift, Xcode, React, Bootstrap, Framer

Tools

Adobe Creative Suite, Figma + FigJam, Miro, Procreate, Canva, Microsoft Office, Google Suite, Jira, Pendo, SendGrid, Mailchimp