

# Perla Rocha

UX Design,  
Writing,  
Research

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## SKILLS

### Interaction

User Research &  
Persona Creation  
Wireframe Production  
Prototyping

### Visual

Drawing/Sketching  
Responsive Web  
Design

### Software

Adobe XD/Fresco  
Figma  
Miro  
Visual Studio Code

### Other Skills

HTML/CSS  
Technical Writing  
Protocols/SOPs  
English-Native  
Spanish-Native  
Chinese-Intermediate  
French-Intermediate

## EXPERIENCE

### Freelance

March 2020- present

- Website Design for a few small businesses which included: User Interviews, Market Research, Wireframing, Mockups
- Editing and Proofreading
- Social media manager - *J&D Meat Market*
- Writer for recipe blog - *Mimi Cocina*
- Logo design - *various small businesses*
- Online teaching and tutoring

### University of Arkansas-Program Technician

April 2019-February 2020

- Planning, writing, and organizing experimental protocols and laboratory SOPs
- Data collection / entry / analysis of research trial results
- Proofreading documents, presentations, reports
- Collaboration with colleagues in other departments

### EF Zhangjiagang-Teacher

March 2018-March 2019

- Cooperation with an international team
- Tailoring lessons to students of different levels

## EDUCATION

### Google UX Design Courses 2021

- Foundations of UX Design
- Empathize, Define, Ideate
- Build Wireframes and Low-Fidelity Prototypes
- Conduct UX Research and Test Early Concepts
- Create High-Fidelity Designs and Prototypes in Figma
- Responsive Web Design in Adobe XD
- Design a User Experience for Social Good and Prepare for jobs

### NN/G UX Course 2020

- Design Thinking
- Journey Mapping
- Analytics and User Experience,
- Application Design
- Web Page UX Design

### University of Arkansas 2013-2017

Bachelor of Science in Biomedical Engineering

- Undergraduate Research Assistant
- Received publication in a scientific journal