

# YULIE LEDESMA

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## EDUCATION

### CALIFORNIA STATE UNIVERSITY, FULLERTON

2021 - 2025

B.A. Psychology

Relevant Coursework: Research Methods, Cognitive Psych., Social Psych., Visual Communication, Introduction to Programming

## WORK EXPERIENCE

### Web Design Intern

Aug 2024 – Dec 2024

Titan Radio @ CSUF

- Conducted user research through surveys and interviews to identify areas for improvement on the website.
- Collaborated with cross-functional teams to redesign website elements, improving usability and overall user experience.
- Assisted in prototyping and testing design changes to ensure they met user needs and enhanced accessibility.

### Research Assistant

Aug 2023 – Jul 2024

CSU Fullerton Psychology Department

- Conducted empirical research at the intersection of psychology and law, investigating perceptions of excessive force by police.
- Examined variations in juror perceptions based on the race and socioeconomic status of victims.
- Collaborated with a team to design research protocols, collect data, and analyze results.

### Research Assistant

May 2023 – Sep 2023

CSU Fullerton Auxiliary Services

- Conducted in-depth surveys and engaged thousands of students in insightful conversations to understand their experiences at California community colleges.
- Gathered valuable feedback to identify areas for improvement, contributing proactively to the advancement of the community college system in California.

## EXTRACURRICULARS

### Design Officer

Aug 2023 – Present

Association for Computing Machinery (ACM)

- Develop and deliver workshops on UX/UI design principles and best practices, enhancing fellow students' understanding and skills in user-centered design.
- Create and present instructional materials on programming languages relevant to design, such as HTML and CSS, to support the integration of design and development.
- Collaborate with club members to design and implement hands-on projects, providing guidance and feedback to improve practical application of design and coding concepts.

### Marketing Officer

Jul 2024 – Present

FullyBeyond Designathon

- Develop and execute targeted marketing strategies to boost event visibility and participant engagement, resulting in increased attendance.
- Create and manage engaging social media campaigns to attract a diverse audience and generate excitement around the designathon.
- Design promotional materials, including flyers, posters, and digital assets, to effectively communicate event details and drive interest.

### Research Intern

May 2023 – Jul 2023

ASSURE-US

- Investigated game streamers' impact on Valorant's popularity using data structures like decision trees and linear regression.
- Analyzed viewer patterns, gender dynamics, and age demographics, revealing nuanced variations in the connection between streamers and game engagement.

## PROJECTS

### Motion Picture Association

2024

- Designed a user-friendly, accessible website for a university film club using Figma for wireframing and prototyping, incorporating feedback and user testing for continuous improvement.

### Majia

2024

- Designed a website for solo travelers with the end goal being to make solo traveling easier and more accessible.

## TECHNICAL SKILLS

**Tools:** Figma · Framer · Notion · GitHub · Visual Studio Code · Adobe Illustrator

**Design:** UI/UX · Product Design · UX Research · Design Systems · Wireframing · Prototyping Mobile-First Design · Mockups

**Development:** HTML/CSS · C++ · React

## PRESENTATIONS

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“Effects of Police Officers and Victim Race and Victim SES for the Charge of Murder in the 2nd Degree: Are Jurors Affected by Extra-Legal Factors?” Western Psychological Association, San Francisco, CA, April 26–28, 2024.