# Qetsia Nkulu

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## Summary

Recent UCLA graduate with a degree in Cognitive Science and certification in UX/UI from UC Berkeley Extension. A pragmatic individual with a passion for learning new technologies and developing digital products using cognitive principles. Emphasizes the use of analytical thinking and problem solving to work with like-minded teams to create the best possible product.

## Education

**Bachelor of Science, Cognitive Science**                      July 2018 - September 2022
University of California, Los Angeles (UCLA)


**Certificate, UX/UI**                                           January 2022 - July 2022
UC Berkeley Extension

## Professional Experience

**BruinShack**                                                   October  2022 - Present
*Ui/UX Designer*                                                 Los Angeles, CA
- Generated user insights on the target demographic of the BruinShack online service
- Conducted a competitive analysis to understand current market trends and user behavior of the BruinShack audience
- Designed a high fidelity and responsive prototype of the BruinShack website redesign based on extensive user research and market analysis trends

**BRIMHALL & ASSOCIATES (CHANGELAB)**                            September 2021 - December 2021
*Research Intern*                                                Los Angeles, CA
- Worked on qualitative research to fit the needs of potential customers of the ChangeLab platform
- Built a research plan centered on the fact that ChangeLab is an educational technology that aims to use game-based learning, or gamification, to offer nonprofit fundraisers an easy and effective way to deepen their understanding about fundraising
- Conducted research to aid in ChangeLab's goal is to target low retention rates in current teaching methods when it comes to fundraising
- Generated psych literature into comprehensive content for the audience ChangeLab platform as "The Cognitive Aspects of Gamified Learning"
- Received UCLA course credit for this Internship as part of the Cognitive Science major requirements

**UCLA UNDERGRADUATE STUDENTS ASSOCIATION COUNCIL (USAC)**       June 2019 - May 2020
**International Student Representative (ISR) Office**             Los Angeles, CA
*Co-Director for Marketing and Social Media*
- Developed and led a team of undergraduate student interns toward accomplishing the objectives set by the first-ever student government space dedicated to international students on the UCLA campus.
- Met weekly with Board of Directors and Marketing and Social Media interns while solving the marketing needs of the inaugural office and ensuring international student satisfaction.

- Created the promotional materials and social media campaign for the annual Conversation Cafe event in collaboration with the UCLA International Institute for International Education Week (IEW)
- Lead the videography and video editing efforts for the Lost in Translation in-house event highlighting the identities and experiences of international students at UCLA
- Created the logo and brand guides to used on all official student government communications and platforms
- Organized a marketing campaign for the $50,000 relief fund available to international students by the Economic Crisis Response Team (ECRT) via the ISR Office for the 2019-2020 academic year

**UCLA-DRC Research Group**                                          July 2019  - August 2019
*Project Management Intern*                          Kinshasa, Democratic Republic of the Congo (DRC)
- Interned at the Institut National de Recherche Biomédicale - INRB (National Institute of Biomedical Research) in Kinshasa through the UCLA-DRC Research Group
- Created social media accounts and provided trainings for the INRB and Kinshasa School of Public Health staff to increase the communicative capacities of both institutions and the platforms became vital assets to the Congolese government during their COVID-19 Response
- Designed templates for the UCLA-DRC Research After Action Trip reports and Security Incident Reports to ensure effective organization in the office filing system using tools
- Assisted with French to English translations during work meetings with the UCLA-DRC Research Group and INRB staff to overcome language barriers for proficient project management

# Skills
- Worked on qualitative research to fit the needs of potential customers of the ChangeLab platform
- Built a research plan centered on the fact that ChangeLab is an educational technology that aims to use game-based learning, or gamification, to offer nonprofit fundraisers an easy and effective way to deepen their understanding about fundraising

# Technical Skills
- **UX:** User Research Methods, UX Interviewing | Insight Synthesis, Persona Creation, Decision Mapping, Prototyping, User Testing User-Centered Design
- **UI:** Interaction Design, Adobe XD, Figma, Responsive Web Design, Iconography, Information Architecture, Color Theory
- **Frontend:** HTML, CSS, Javascript
- **Spoken Languages:** English (native or bilingual proficiency), French (native or bilingual proficiency)