

Adalida Baca

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PROFESSIONAL SUMMARY

Ambitious Product Designer pursuing positions using Figma software. Fast learner and a self-starter.

WORK HISTORY

Freelance. San Francisco, California

Web Designer | 08/2019 - Current

- Design and implement responsive user interfaces while maintaining brand identity from concept to completion.
- Create information architectures and conduct usability studies to improve the navigation, layout, and responsiveness of the sites.
- Configure DNS and SEO settings.

Project ECHO. Albuquerque, New Mexico

Technical Writer Intern | 02/2020 - 12/2020

- Decreased turnaround time for HTML website request changes by 80%.
- Designed and managed Confluence documentation for reporting, agile development procedures, and onboarding new team members.
- Designed the Nursing Home ECHO COVID Action Network Data Guide (CAN) which enabled new users to onboard and integrate with the software.

The University of New Mexico Student Union Building. Albuquerque, New Mexico

Student Program Coordinator | 08/2018 - 11/2019

- Planned and hosted events to reach and engage students in school life and special programs resulting in attendance increase of 93%.
- Promoted company's events by designing marketing materials such as posters, digital invites and brochures using Adobe Photoshop, Adobe Illustrator and Adobe InDesign.

CERTIFICATIONS

- Certified User Experience Designer, Google in 05/2022
- Technical and Professional Communication Certificate, University of New Mexico in 12/2020

LINKS

- <https://adalida.design>

SKILLS

- Figma
- Adobe Creative Cloud
- Confluence
- Jira
- Slack
- Google Suite
- Command Line
- Git
- HTML/CSS
- User Research
- Critical Thinking
- Prototyping
- UI Design
- UX Design
- Wireframes
- Hi-Fidelity Mockups

EDUCATION

The University of New Mexico
Albuquerque, New Mexico,
Mexico
12/2020

Bachelor of Arts: English-
Philosophy

- Co-Winner of The Dale and Ivan Melada Endowed Scholarship in 2020
- Elected to Vice-President of the Lobo Gardens in 2019
- Awarded Albuquerque NASA Space Apps Challenge Winner in 2018
- English 419: Visual Rhetoric