Adalida Baca

San Francisco, CA 94109

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PROFESSIONAL SUMMARY

Product Designer with a passion for creating functional and aesthetically pleasing user interfaces using Figma, I am eager to expand my expertise into User Research, developing strategies that align with cutting-edge design principles. My goal is to innovate and optimize through insightful surveys and best practices, driving product excellence.

PORTFOLIO

https://adalida.design

SKILLS

- Figma
- Web Design
- HTML/CSS
- Hi-Fidelity Mockups and Prototyping
- User Research
- Data Driven Design
- UI/UX Design

EXPERIENCE

WEB DESIGNER | 08/2019 to Current
Self - San Francisco, CA

- Consistently meet or exceed project deadlines, delivering custom, responsive websites for local businesses within average of 3 weeks from project initiation.
- Utilize industry-leading website builders like Webflow, WIX, and Editor X to design and develop websites, resulting in 25% increase in website engagement and user satisfaction for clients.
- Managed end-to-end website development, including setting up hosting accounts and domain names, resulting in streamlined process that reduced client onboarding time by 30%.

VOLUNTEER CONTENT DESIGNER | 03/2023 to 03/2023
SF Climate Week - San Francisco, CA

- Collaborated on creation of visually appealing social media event banners to promote various events.
- Assisted in designing informative handouts for event speakers, ensuring clear and engaging content presentation.

VOLUNTEER UI/UX DESIGNER | 02/2023 to 03/2023
RRRComputer.org - San Francisco, CA

- Updated RRRComputer's WordPress website, implementing design improvements to enhance user experience.
- Designed eye-catching event flyer that contributed to increased event attendance and maintained brand consistency.

CERTIFICATIONS

- User Research Methods and Best Practices, Interaction Design Foundation - 11/2023
- Data Driven Design: Quantitative Research for UX, Interaction Design Foundation - 11/2023
- Journy Mapping, Interaction Design Foundation - 11/2023
- Certified User Experience Designer, Google - 05/2022
- Technical and Professional Communication Certificate, University of New Mexico - 12/2020

EDUCATION

The University of New Mexico - Albuquerque, New Mexico | Bachelor of Arts
English-Philosophy, 12/2020

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