

Adalida Baca

San Francisco, CA 94109
505-480-3550 adalida.baca@gmail.com

PROFESSIONAL SUMMARY

Product Designer offering skills in wireframes, mockups, and prototyping.

Portfolio: <https://adalida.design>

SKILLS

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

WORK HISTORY

WEB DESIGNER | 08/2019 to Current

Freelance - San Francisco, California

- Design 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.

TECHNICAL WRITER INTERN | 02/2020 to 12/2020

Project ECHO - Albuquerque, New Mexico

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

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

CERTIFICATIONS

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