ADALIDA BACA

SAN FRANCISCO, CA 94109

505-480-3550 | ADALIDA.BACA@GMAIL.COM

Enthusiastic and Insightful Product Designer offering skills in mockups, design frames, 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

Freelance
Web Designer // San Francisco, California   // August 2019 to Current

- 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.

Project ECHO
Technical Writer Intern // Albuquerque, New Mexico   // February 2020 to December 2020

- 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

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