Adalida Baca

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PROFESSIONAL SUMMARY

Passionate Product Designer offering skills in mockups and design frames. Pursuing opportunities for personal and professional growth.

WORK HISTORY

Freelance. San Francisco, CA
Web Designer | 08/2019 - Current

- Translated customer requirements into information architectures.
- Designed engaging interactive user interfaces that meet client specifications.
- Registered domain names and implemented search engine optimization.
- Conducted usability studies to measure user experience success.

Project ECHO. Albuquerque, New Mexico
Technical Writer | 02/2020 - 12/2020

- Collaborate with an engineer to automate front end deployment.
- Created documentation in Confluence to enable new and existing hires to update data dashboards and create reports.
- Created documentation which enable health care providers to integrate with and make use of the iEcho software.
- Created Power BI Dashboard that integrated with excel data source to display internal periodic reports.

Robert Half Staffing Agency. San Francisco, California
Office Assistant | 06/2019 - 01/2020

- Answered phones, transfer calls or relay messages to appropriate personnel.

The University of New Mexico Student Union Building. Albuquerque, Mexico
Student Program Coordinator | 08/2018 - 11/2019

- Planed and hosted events to reach and engage students in school life and special programs.
- Promoted company's events by designing marketing materials such as posters, digital invites and brochures.
- Used Adobe Photoshop, Adobe Illustrator and Adobe InDesign to develop new content.

SKILLS

- Figma
- Command Line
- Confluence
- Jira
- Slack
- Microsoft Suite
- Google Suite
- Adobe Creative Cloud
- Git
- Research
- Problem Solving

EDUCATION

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

Bachelor of Arts: English-Philosophy

- Co-Winner of The Dale and Ivan Melada Endowed Scholarship in 2020
- Elected Vice-President of the Lobo Gardens in 2019
- Dean's List Fall 2019
- Awarded Albuquerque NASA Space Apps Challenge Winner in 2018

CERTIFICATIONS

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