

Samuel Aguilar

Product Design

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Experience

Ubica

Co-Founder & Designer

(June 2018 - Present)

Went through entire app development process, from identifying target market, conducting research, to publishing on the App Store™. Developed wireframes, hi-fi mockups, and produced components and core functionality using React Native. Currently partnered with Brown University's Summer@Brown program as part of our pilot testing, where we've reached nearly 1000+ students to date.

Critical Review

User Experience & Front End Development

(February - May 2018)

Worked with 4 other students to redesign the most widely used course review aggregator on campus. Developed mockups, conducted preliminary research on how users interacted with information on previous website, and designed certain pages using HTML, CSS & JS.

Ivy Film Festival

Programming Staff

(September 2015 - April 2016)

I was part of a ~26 student panel that watched, reviewed, and critiqued over 1000+ student films leading up to the 2016 Ivy Film Festival. Coordinated reviews with other students and provided critical feedback on films that would eventually make the official selection.

Languages

English

Spanish (Full Professional Fluency)

Education

Brown University '19

A.B. Cognitive Science - 3.5

Emphasis in Human Centered Design

Courses

User Interface Design

Creating Modern Web Applications

Design Anthropology

Human Factors

Visualizing Information

The Nature of Attention

Crossing the Consumer Chasm w/ Design

The Entrepreneurial Process

The Enlightened Entrepreneur

Market Research in Public & Private Sectors

Selling & Sales Leadership

Skills

Contextual Analysis

Cognitive Task Analysis

Wireframes & Personas

Rapid Prototyping

Usability Testing

HTML / CSS / JS

ReactJS & React Native

Software

Sketch / Figma / Invision

Keynote (Prototyping)

Illustrator / Photoshop / Adobe XD

Final Cut Pro X

Microsoft Office Suite