

# Samuel Aguilar

## User Experience Design

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### Education

Brown University '19  
A.B. Cognitive Science - 3.5/4.0  
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 through Design  
The Entrepreneurial Process  
The Enlightened Entrepreneur  
Selling & Sales Leadership

### Skills

Contextual Analysis  
Cognitive Task Analysis  
Wireframes & Personas  
Rapid Prototyping  
Usability Testing  
HTML / CSS / JS  
ReactJS & React Native

### Software

Sketch  
Figma  
Framer  
Balsamiq  
Illustrator  
Photoshop  
Adobe XD  
Final Cut Pro X

### Languages

English  
Spanish (Full Professional Fluency)

### Experience

#### **Ubica**

##### **Co-Founder & Design Lead**

(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 in React Native. Pending partnership with Brown University's **Summer@Brown** program as part of our pilot testing.

#### **Critical Review**

##### **User Experience Lead**

(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 pages using HTML, CSS & JS.

#### **Ivy Film Festival**

##### **Programming Staff**

(September 2015 - May 2016)

Formed part of a 26-student panel that watched, reviewed, and critiqued over 1000+ student films leading up to the 2016 Ivy Film Festival. Provided critical feedback on films that would eventually make the official selection.

### Projects

#### **Humble Roots**

##### **Design Lead**

Developed wireframes and mockups for a potential online marketplace for locally sourced produce. Carried out preliminary research and interviewed over 42+ farms in the states of Rhode Island, California, Oregon, & Washington.