

# Silvia Fuentes

Product & Experience Designer

<https://silviafuen.github.io>

[silvia.fuen@icloud.com](mailto:silvia.fuen@icloud.com)

## Experience

### **Tarleton State Web Strategy / Senior Web Intern**

Fall 2014 - Spring 2018 / Stephenville, TX

- Project lead for the development of an interactive 360 campus tour
- Collaborated with 3 cross-discipline teams to draft scripts and shoot photography to produce online 360 experience
- Led a team of 5 to redesign the Students homepage, using a user-centered design approach, increasing user engagement by 4%

### **Valay / UI Design Intern**

Summer 2017 / New York City, NY

- Created custom icons and illustrations that defined a brand identity for mobile and web experiences
- Designed onboarding flow for a mobile experience that made the business process understandable and accessible through a series of iterations and user tests
- Delivered concise design specifications of mobile and web components to engineering team in an agile environment

## Achievements

- Code2040 TechTrek 2018 Fellow / Fall 2018
- Intern of the Semester, Tarleton State / Spring 2018
- Tarleton Spirit Scholarship / 2015 - 2018
- Walmart Foundation Scholarship / 2014 - 2018

## Education

### **UC San Diego via Coursera**

Interaction Design Specialization

Fall 2018 - Spring 2019

### **Tarleton State University**

Stephenville, TX

B.S. in Computer Science

Math & Spanish Minor

GPA: 3.2/4.0

Class of 2018

## Skills

### **User Experience Design**

User Research, Personas, Wireframes, Storyboarding, User Flows, Prototyping, Usability Testing, Sketch, InVision, Adobe Photoshop, Adobe Illustrator, Keynote

### **Front-End Development**

Agile Methodology, Sublime IDE, HTML5, CSS3, Javascript, Git