# Joanne Arboleda

## Education

**IDEO: Design Kit**
Prototyping Certificate
2019

**Bloc**
UX/UI Design
Apprenticeship
2018 to 2019

**University of California, Davis**
B.S. Computer Science
2012 to 2015

## Volunteer

**UX Wizards, Bay Area**
Organizer
Sep 2019 to Present

Help organize events for a UX Design community based in the Bay Area. Collaborate on the creation of a branding guide for use on marketing collateral.

## Find me

joanne.b.arboleda@gmail.com
synchrohalo.design

## Work

Visual Designer
Feb 2020 to Present

**Miles**

Design mobile app features end-to-end, starting with research and ending with hi-fi mockups. Create marketing designs and illustrations for emails and ads.

Designer
Jan 2017 to Feb 2020

**Be Wilder Creative**

Co-founded an all-women freelance design studio for small businesses and organizations. Developed branding guides and graphic illustration.

UI Designer
Feb 2016 to Aug 2016

**Tagmonkey**

Established the visual design of an early-stage startup's inventory-tracking web app. Designed the overall layout for the company website.

Visual Designer
Jan 2016 to Jul 2016

**Mytrus**

Storyboarded animated videos, using existing images and illustrating graphics as needed. Mocked up web/mobile app screens and re-designed elements to improve usability.

## Skills

Design

User research, Personas, Competitive analysis, User flows, Prototyping, Illustration, Interaction design

Tools

Sketch, Adobe XD, Figma, InVision, Adobe Photoshop, Adobe Illustrator, Zeplin,  Principle, Git, HTML/CSS, JavaScript