

# \* \* Joanne Arboleda

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## Education

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### Bloc

UX/UI Design Apprenticeship  
2018 - Present

### University of California, Davis

B.S. Computer Science  
2012 - 2015

## Skills

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**Design** User research & testing,  
Branding, Wireframing, Visual  
Design, Prototyping, Illustration

**Tools** Adobe Photoshop, Adobe  
Illustrator, Figma, InVision, Marvel  
App

**Code** Git/GitHub, HTML, CSS,  
JavaScript

## Projects

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### Cloud Storage App

*UX Design, Visual Design*

An all-purpose cloud storage web app  
with an emphasis on organization  
using labels.

### Public Transit Mobile App

*UX Design, Visual Design, Code*

A transit app using real-time data  
to help bus riders find the nearest  
departures around them.

## Experience

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### Designer Jan 2017 to Present

*Be Wilder Creative*, San Mateo, CA

- + Co-founded an all-women freelance design studio for small businesses and organizations.
- + Developed branding and style guides and contributed graphic illustration for internal use.
- + Built a responsive website for Be Wilder Creative using Jekyll and HTML/CSS.

### UI Designer Feb 2016 to Aug 2016

*Tagmonkey*, San Francisco, CA

- + Established the visual design of an early-stage startup's inventory-tracking web app.
- + Produced graphical assets and designed the overall layout for the company website.

### Visual Designer Jan 2016 to Jul 2016

*Mytrus, Inc.*, Davis, CA

- + Created storyboards for videos, using existing images and illustrating graphics as needed.
- + Mocked up web/mobile app screens and re-designed elements to improve usability.
- + Produced designs for print, such as business cards and decals.

### UI Design Intern Jul 2015 to Sep 2015

*UstartX, Inc.*, Menlo Park, CA

- + Designed wireframes & mockups of the user flow for a business travel mobile app.
- + Styled app screens using HTML/CSS on the Ionic framework.