

Joanne Arboleda

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Education

IDEO

Design Kit: Prototyping Certificate
2019

Bloc

UX/UI Design Apprenticeship
2018 - 2019

University of California, Davis

B.S. Computer Science
2012 - 2015

Skills

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

Social Anxiety App

UX Design, Visual Design

A platform designed to connect
people with social anxiety through
mutual interests.

Experience

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 guides and contributed graphic illustration for internal use.

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.