

# Juanita Thota

**Portfolio** - [juanitaportfolio.com](https://juanitaportfolio.com)

**Email** - [juanita.thota@gmail.com](mailto:juanita.thota@gmail.com)

## Experience

### Miraco Global / Product Designer

JUNE 2021 - PRESENT

I work with a team to maintain internal design structures and implement new product design experiences. Create prototypes, oversee production specs & facilitate reviews with stakeholders. Collaborate closely with product managers & the marketing team.

### Thence Co. / UX Design Intern

FEB 2021 - APRIL 2021

Designed web experience for a leading NFBC platform, and redesigned the bonds section. Responsibilities included user research, competitor analysis, heuristic analysis, wireframes, sitemaps, user flows & visual design.

### Famwork / UX Design Intern

OCT 2020 - JAN 2021

Led the team in research, design and testing an EHR dashboard for B2B services. Collaborated with the developers to pitch the MVP to investors.

### Miraco Global / Design Intern

APRIL 2020 - AUGUST 2021

Coordinated with production and manufacturing teams to launch a product. Designed the packaging and a wide variety of cross-media deliverables involving branding, UI design, content strategy and marketing collaterals.

### DDB Mudra / Strategy Intern

MAY 2019 - JULY 2019

Crafted award (Effies) winning ad campaigns for global brands like McDonalds & Spotify.

### My Choices / Marketing Intern

MAY 2018 - JULY 2018

Managed the NGO's social media marketing and strategized content to increase awareness and engagement by 70%.

## Education

### FLAME University

#### Post-Graduate Diploma

SEP 2020 - JUNE 2021

UX Design major with focus on research, methodologies and technologies. Contributed to several projects on tangible interactions, web interfaces and usability.

#### BBA, Communications

JULY 2017 - MAY 2020

Advertising & Branding Major - conducted major on-field research projects assessing user behavior and buying patterns.

## Volunteer & Leadership

### Reconnect / Volunteer

MAY 2020 - PRESENT

Restructured operations to optimize service flow as the first designer on the team. Designed website proof-of-concept, and increased visibility and digital presence through social media to reach women in need of help. Worked closely with the founder to set yearly goals and vision. Currently serving as a board member.

## Skills

**Design:** Concept sketches • Styleguides • Wireframes and mockups with Figma • User flows • Strategy & vision presentations • Product & packaging design • Prototyping

**Research:** Data Analysis • Google Analytics • Task analysis & persona hypothesis • A/B Testing • User journey mapping

**Collaboration:** Understanding of HTML/CSS and Python to interact with devs • Webflow