

SKILLS

Rapid Interface Sketching
Wireframing
Prototyping
Journey Mapping
User Flow Mapping
Storyboard
User & Design Research
High Fidelity Mockup
Data Visualization
Branding & Visual Design
Design System

SOFTWARES

Sketch
Figma
Invision
Adobe XD
Adobe Illustrator
Adobe Photoshop
Adobe Indesign
Keynote
Microsoft Office

EDUCATION

California State University, Northridge
B.A. Communication Design, 2020

RECOGNITIONS

Adobe Creative Jam *Semi-finalist, 2019*
CSUNposium *Student Recognition*

ACTIVITIES

Filipino-American Student Assoc.
Entrepinays - Pinays in Tech
Assoc. of Latino Professionals for America
FASTER STEAM

EXPERIENCE

Nikkilao.design | Freelance Visual Designer

Nov 2019 - Present Northridge, CA

- Engaged with 10+ clients to identify their needs and devise creative solutions
- Improved brand strength and impacts through attention to marketing strategy, graphic design, packaging, web design, and user experience
- Created marketing strategies that incorporate data-based decision making and focus on improving brand touchpoints
- Prioritized the user experience, balancing design with approachability

IntersectLA | Project Manager

Sep 2018 - May 2020 Northridge, CA

- Leveraged engaging brand touch points and marketing expertise to help 20+ clients a year launch their business
- Aligned objectives cross-functionally; bridged communications with 12+ teams of designers, marketers, and developers to create visual concepts using Adobe Creative Suite
- Conceptualized, ideated, and delivered traditional print and digital assets including brochures, flyers, posters, banners, and site designs
- Oversaw the design and maintenance of 15+ website pages for California State University Northridge departments and organizations

Verizon Media Group | Product Design Intern

Jun 2019 - Aug 2019 Sunnyvale, CA

- Directed the creative team in devising/implementing solutions for product direction, visuals, the user experience
- Redesigned 60+ UI models and workflows using Sketch for a project on security and domain platform-based experiences for the Verizon Media Group; maximized writing and coding productivity for developers to meet deployment deadlines
- Coordinated the testing of 30+ new user experiences during UAT meetings
- Ensured design adherence to practices of high standard usability, consistency, and clarity before system deployment

Google | Apprenticeship

Jan 2019 - Jun 2019 Los Angeles, CA

- Participated in a 6-month long UX student pilot program curriculum.
- Executed end-to-end design initiatives from conception with executives to final implementation
- Translated high-level requirements into interaction flows and artifacts, creating intuitive and functional designs