

Antonette Adiova

UX Designer and Researcher

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EXPERIENCE

San Diego Emerging Museum Professionals,

UX Designer/Web Designer / June 2021 - Present

- Serve as a Marketing & Communications Committee board member
- Redesign the organization's website and brand to meet the needs of the board and the 500+ members of the San Diego EMP community
- Conduct a website design audit to improve readability and accessibility
- Maintain the website by keeping it up to date and properly functioning

Ciku, UX Designer/Researcher / March 2021 - Present

- Design a web application that encourages sustainable eating by helping people find recipes with seasonal and local produce
- Conduct user interviews to gauge interest in sustainable food shopping, identify pain points when shopping for seasonal and local produce, and determine opportunities for improvement
- Create wireframes and high-fidelity designs
- Moderate usability testing and communicate research findings to developers

Chronic Coder Academy, UX Design Fellow / March 2021 - May 2021

- Selected to participate in a competitive 10-week fellowship
- Built and shipped a machine learning (ML) application MVP by collaborating cross-functionally with a backend/machine learning engineer, front end developer, and product manager
- Determined competing products and user behavior by conducting research and interviews
- Designed prototypes for usability testing and to improve the MVP

Peercise, UX Designer/Researcher (Contract) / December 2020

- Designed a retrospective website app in close collaboration with another UX Designer and the client/developer
- Conducted competitive analysis to understand the unique strengths of 4 existing retrospective tools and to inform new product features
- Led usability testing on a high-fidelity prototype to determine pain points and make improvements

ABC-CLIO, Contributing Writer / May 2015 - December 2018

- Conducted secondary research and synthesized information into 500-word entries for *Hip Hop Around the World: An Encyclopedia*
- Collaborated with an editor to format and edit content

University of Michigan, Doctoral Candidate / May 2007 - May 2014

- Conducted ethnographic field research in the Philippines to analyze music and dance performances at 6 religious festivals
- Interviewed festival stakeholders to learn about their goals and how festivals are organized

SKILLS

Sketching

Wireframing

Prototyping

Design Systems

Usability Testing

User Flows

Affinity Mapping

Personas

User Research & Interviewing

Visual Design

Project Management

Ethnography

TOOLS

Sketch

Figma

Miro

Marvel

InVision

EDUCATION

Springboard UI/UX Design

Career Track, Certification

9-month, 700+ hour intensive course in UI/UX methodologies and technologies

University of Michigan

PhD in Musicology with an

Emphasis in Ethnomusicology

University of California, San Diego

B.S. Animal Physiology &

Neuroscience

B.A. Music Humanities