

ANDE CIRA

Hi.
I'm a
UX designer
who bridges
the disciplines
of psychology,
art, science, &
technology
to create
meaningful
experiences,
services, and
products.



EXPERIENCE

INFORMATION ARCHITECTURE | SYSTEMS DESIGN

Pogo Park | Apr 2016 - Jun 2019 (full time),
Jul 2019 - present (consultant)

Conducted research; designed & established key systems; spearheaded a variety of UX projects for a start-up / growth-stage participatory design social impact organization.

My contributions:

- UX research, market research, secondary research
- Establishment of community partnerships
- Paper prototyping for pop-up parks
- Visual design / infographics: proposals, annual reports, digital & print communications.
- Web design / information architecture for public-facing & internal websites
- Systems design: Salesforce implementation, HR protocols, waste cleanup program, donor engagement

UX RESEARCH | DESIGN

StoryCenter | Jan 2020 - Nov 2020 (contract)

My contributions:

- Participant interviews, expert interviews, surveys, participatory design exercises and secondary research
- Participant journeys, stakeholder mapping
- Research synthesis and presentation of findings
- Feasibility, usability, & A/B testing
- Participant recruitment & group facilitation
- Wireframes, web design, systems design
- Prototyping, scriptwriting, audio recording & editing

Project goal:

Design a platform to bring the stories of Bay Area based immigrants and refugees to mainstream America.

Project outcome:

Tale 2 Tale, a storytelling podcast, web design & interactive online toolkit.

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UX RESEARCH | DESIGN

Regenerative Agriculture Sector Accelerator |
Sep 2019 - Dec 2019 (contract)

My contributions:

- Participant interviews & surveys, expert interviews, market research, secondary research
- Stakeholder mapping
- Research synthesis and presentation of findings
- Website audit, systems audit
- Technical & UX writing

Project goal:

Develop a networking, skill-sharing and communication strategy for a nonprofit collaborative in Oakland.

Project outcome:

Research report & "The Little Green Field Guide," a concise publication illustrating our strategy.

AREAS OF EXPERTISE

- Visual design, branding & design systems
- UX research, feasibility assessments, usability testing, market research, secondary research
- Designing for social impact & sustainability
- Storytelling, presentation & group facilitation
- Technical & UX writing
- Innovation & emerging technologies
- Cognitive & behavioral psychology
- Bias, research ethics, & accessibility
- Ethology, field data collection & analysis
- Agile methodologies

TOOLS

- XD • Illustrator • Photoshop • Figma • Sketch
- Procreate • Miro • Canva • Arduino • Unity • Maya
- AfterEffects • Keynote • Webflow • Wordpress

ANDE CIRA

EDUCATION

MASTER OF DESIGN,
INTERACTION DESIGN
California College of the Arts
2020

BACHELOR OF SCIENCE,
APPLIED PSYCHOLOGY
Oregon State University,
Summa Cum Laude

WORK

Portfolio
cira.studio

LinkedIn
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