Guadalupe Aguilera

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SUMMARY

Experienced UX/UI designer with a user-centered approach, adept at creating robust solutions through a background in visual design and multimedia production. Specialized in user research, wireframes, and interactive prototypes, collaborating with diverse teams using industry-standard tools. Prior experience as a pharmacy technician enhances attention to detail and a commitment to delivering high-quality work.

TECHNICAL SKILLS

- **Technical Skills:** Figma, Google Suite, Microsoft Suite, Maze.design, Figjam
- **Research Skills**: Competitive Analysis, Heuristic Evaluation, Wireframing, Journey Mapping, Empathy Mapping, User Interviews, User Testing, Benchmarking, Task Analysis
- **Design Skills:** Brand Development, Social Media Marketing, Product Design

PROJECT AND PROFESSIONAL EXPERIENCE

Innovate 48 Product Design Hackathon   01/2024 - 01/2024

Design Buddies & Liftyz | Online

In 48 hours, my team tackled a real business-focused product design challenge and ideate a solution for an AI Mental Health App from scratch

- Collaborated with team to identify pain points, develop wireframes, and create prototypes
- Managed user flows, ensured accessibility compliance, and delivered presentations to judges
- **Zen Pets (High-Fidelity Prototype) | Link**
  - Create an AI Pet Therapist with ChatGPT, enabling users to customize, interact, and receive personalized therapy suggestions.
  - Integrate gamification, allowing users to treat their therapist post-session and earn rewards for achieving goals or daily check-ins to enhance their virtual pet therapist's experience.

UX/UI Certificate Program   05/2023 - 09/2023

Thinkful | Online

- Utilized the double-diamond process and design sprint to drive innovation and streamline project workflows
- Created persuasive case studies to effectively communicate findings and design choices to clients and stakeholders
- **save! (High-Fidelity Prototype) | Link**
  - A grocery-saving app using generative AI tools
  - Solely responsible for UX/UI design, employing the double diamond design process, user-centered design principles, utilized Figma to build a branded, high-fidelity clickable prototype.

EDUCATION

Certificate, UX/UI Designer   09/2023

Thinkful | Online

Bachelor's Degree, Integrative Biology   08/2021

University of California, Berkeley | Berkeley, CA