

Daniella Escobar | UX/UI Designer

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WORK EXPERIENCE

Incoming UX Design Intern

Lumen Technologies

05/2022 - 08/2022

Broomfield, CO (Remote)

Mobile UX/UI Designer

App Team Carolina

08/2021 - present

Chapel Hill, NC

- Collaborated with designers, developers, and clients to create iOS apps utilizing Apple's Human Interface Guidelines
- Conducted UX research for students with Cortical Visual Impairment (CVI) by creating personas, empathy maps, and user flows
- Drafted wireframes to review with client before developing prototypes from mockups
- Finalized designs with front-end and back-end developers for publishing on the iOS App Store

Publication Intern

TIPS Technical Publishing

02/2021 - 05/2021

Chapel Hill, NC

- Completed 5+ eBook conversions to ePub and Mobi format utilizing Adobe InDesign and Acrobat for the American Psychological Association and local clients
- Formatted book for print and eBook publishing using design templates

SKILLS

Design

Responsive Design
Usability Testing
Wireframing
Prototyping
User Research
System Design

Software

Figma
InDesign
Illustrator
HTML/CSS
Adobe XD
Photoshop

CERTIFICATES

Google UX Design Professional Certificate, Coursera

Issued 01/2022

- Completed a rigorous training designed for entry-level job readiness.
- 15 modules included topics like: UX research fundamentals, inclusive design, low-fidelity and high-fidelity prototypes, and tools like Figma and Adobe XD.
- Completed hands-on projects and developed a portfolio including 3 projects to receive the certificate.

LEADERSHIP & COMMUNITY INVOLVEMENT

Vice President of Scholarship

Delta Sigma Pi Professional Business Fraternity

08/2021 - 12/2021

Chapel Hill, NC

- Coordinated and managed academic and professional resources for 85 members
- Designed and advertised event marketing materials

Website UI Designer

Computer Science & Social Good

08/2021 - present

Chapel Hill, NC

- Collaborated with developers to create websites for local businesses, expanding their reach and impact in the community
- Communicated with developers to finalize designs and improve client's current brand

EDUCATION

B.A. Media & Journalism; B.S. Information Science

University of North Carolina at Chapel Hill

07/2020 - present

GPA: 3.9