

Vianey Garcia

Product Designer

Los Angeles • vianeygarcia.design@gmail.com • (661) 675-6053 • [linkedin.com/in/vianey-garcia](https://www.linkedin.com/in/vianey-garcia) • vianeygarcia.com

OBJECTIVE:

A resourceful creative with a background in the visual arts with a proven ability to apply user research, wireframing and prototyping, and usability testing to design intuitive and engaging products. Passionate about human-centered design to explore, cultivate relationships, and create meaningful experiences.

ACCOMPLISHMENTS:

- Awarded first place of 29 submissions in Next Shift Learning & Snap Inc.'s U.S. Snap Lens Challenge 2022. Designed and developed an Augmented Reality lens with 2,500+ views & 120+ shares in Lens Studio.
- Collected in-depth qualitative and quantitative user research by observing, interviewing, surveying, and conducted usability testing sessions with 20+ customers to presumably boost mobile interactions with the brand by 38%.
- Recognized by leadership to lead an all male team of 3 that consisted of a developer and 3D designer for our final project centered around educating pre-teen girls about women in STEM. Oversaw project management deadlines, assets and delivery of the final AR lens getting 84,000+ views and 250+ shares.
- Designed and built a landing page that is projected to garner 208,000+ visits a month increasing recruitment for AltaMed Health Services Workforce Campaign.

TOOLS:

Adobe Creative Suite (InDesign, Photoshop, Illustrator, After Effects, AdobeXD), Lens Studio, Blender, HTML, CSS, JavaScript, Figma, Invision, Unbounce, Miro, Notion, Slack, Figjam, G Suite.

DESIGN SKILLS:

User-Centered Design, Wireframes, User Flows, Design Thinking, Rapid Prototyping, Field Research, Interviews, Personas, Journey Mapping, Storyboarding, Product Design, User Interface Design, Usability Testing, Motion Graphics.

EXPERIENCE:

Sensis Agency

UX Design Intern

Los Angeles, CA

July 2023 - Present

Sensis Agency is an integrated cross-cultural agency that connects people with brands through marketing that builds relationships across cultures. Sensis is strategy-led and digital-centric, driven by robust cross-cultural research, data, and insights. This enables diverse audiences to participate in and benefit from the products and services Sensis promotes for clients.

- Lead designer for the AltaMed Health Services Workforce recruitment landing page that is projected to garner 2.5 million visits, leading to 10,000 applications.
- Conceptualized and compiled deliverables including content maps, wireframes, and prototypes using Figma and Unbounce with a problem solving mindset.
- Proactively recommend concepts and enhancements for projects success and overall improvements to process
- Collaborated with other teams in the agency including software engineers and creatives as well as the strategy, business development, and media teams

Product Designer / Augmented Reality Designer

Freelance

Los Angeles, CA

Nov 2022 - Present

Implemented user centered design practices and developed digital products for various clients, such as websites, branded content, and innovative augmented reality (AR) concepts that meet project objectives and user needs using Figma, Lens Studio, Blender, and Adobe Creative Suite.

- Produced original art and layouts for a wide range of client needs, including user interface design, 3D models, and textures.
- Created wireframes, storyboards, prototypes, and visual designs to illustrate digital and AR concepts and user interactions.
- Tested and refined AR lenses to ensure they meet client and user needs and work effectively on different platforms and devices.
- Strategized with clients to determine design vision, scope of work, and deliverable timeframes, gathering their feedback after iterating.

Snap Inc. / Next Shift Learning

Snap Lens Scholar

Los Angeles, CA

Jun 2022 - Aug 2022

Snap Inc. is a technology company with the belief that reinventing the camera represents the greatest opportunity to improve the way people live and communicate. The company's three products are Snapchat, a visual messaging app; Lens Studio, an augmented reality platform that powers AR across Snapchat and other services; and Spectacles, AR glasses. Snap Inc. and Next Shift Learning offer the Snap Lens Academy, a 9-week remote lens creation and augmented reality (AR) program to support and empower the next generation of AR creators.

- Designed 10+ interactive AR lenses with Lens Studio, Blender, Photoshop, Illustrator, After Effects, and Javascript, garnering over 70,000 total shares.

- Learned and used Lens Studio, an application designed for artists and developers to build augmented reality lens experiences. 75% of Snapchat's 210 million daily active users play with Lenses each day.
- Exercised design thinking and collaboration when executing weekly hackathons in teams of three to deliver an interactive, engaging lens by the deadline.

Memo - Student Project, Santa Monica College
UX Researcher

Santa Monica, CA
May 2022 - Jun 2022

Memo is a smart TV app that allows seniors with dementia to be reminded of daily tasks and be entertained with activities that offer mental, physical, and social stimulation, such as games, exercises, photographs, and music. Caregivers can set these reminders and activities and get notified when they are completed through the Memo smartphone app, allowing them to monitor from a distance.

- Researched, interviewed, and identified the needs of people with dementia and their caregivers by combining market research, product development, strategy and design to create the user experience.
- Extracted insights and defined the user's experience through personas and storyboards to inform the design.
- Usability tested a Figma prototype of the mobile interface remotely on Zoom with 3 caregivers.

Grand Games - Student Project, Santa Monica College
UX Designer and Researcher

Santa Monica, CA
Sep 2021 - Nov 2021

Grand Park is a 12-acre park located in the civic center of Los Angeles, CA, and welcomes approximately 1 million visitors annually. To enhance the guest experience and encourage visitors to co-create the story of Grand Park, I collaborated in a multidisciplinary team of 6 people to revamp the visitor interactions. Using participatory signs and decals, Grand Games invited Grand Park L.A. visitors to interact with their environment, presumably boosting mobile interaction with Grand Park brand 38%.

- Collected in-depth user research by observing, interviewing, surveying, and user testing 20+ customers. This identified key UX pain points that led to a complete redesign.
- Communicated concepts and insights to stakeholders from Grand Park L.A. and VeryNice design studio with sketches, storyboards, and prototypes presented using Google Slides, resulting in 6 iterations.
- Employed design thinking to reconcile the user's desires with technical feasibility and business viability.

Wayve - Student Project, Santa Monica College
UX Designer and Researcher

Santa Monica, CA
Sep 2020 - Dec 2020

More than 20% of people 65+ no longer drive and may use public transportation. The Wayve travel information kiosk displays a map of stop-specific bus information so that older passengers at the stop can easily see approaching buses, arrival status, and crowd information. Passengers can interact with Wayve at the bus stop through a gesture-controlled interface. Wayve eases the communication gaps caused by COVID-19 mandates, allowing older riders to bridge the information gap and access the information they need with a touchless interface.

- Extracted and interpreted research data, exercised empathy, design intuition, and accessible design to inform user persona, journey map, and experience.
- Conceptualized and designed wireframes and prototypes from low-fidelity paper prototypes to high-fidelity Figma prototypes.
- Interviewed 10 Big Blue Bus passengers and bus operators to understand their needs and pain points related to public transportation.
- Applied a narrative with digital illustrations into a vision video created in Adobe Illustrator, Photoshop, and After Effects to present the problem, insights, and solution, and advocate for the user.

Taunt Global - Student Project, Santa Monica College
Web Design

Santa Monica, CA
Apr 2020

- Engineered a responsive website for a fictional company using HTML5, CSS3, Bootstrap and JQuery.
- Conceptualized entire website from scratch, establishing brand identity, graphic assets, style guide, and animations.
- Integrated time and file management systems to organize work and execute project deadlines within the 2 week timeframe.

Home Health Care Aid
Freelance Health Care Aid

Los Angeles, CA
Mar 2013 - Feb 2018

- Administered care, executed meals, distributed medication, and assisted 2 patients with quality of life care.
- Implemented a process to reduce patient task load assisting with scheduling, paperwork, organization and medical visits.
- Empathized with patients by actively listening and providing emotional support while communicating medical information.

EDUCATION:

Santa Monica College
Bachelor of Science, Major in Interaction Design

Santa Monica, CA
2019 - 2022

Cal Poly Humboldt
Bachelor of Art, Major in Studio Art; Minor in Business Administration

Arcata, CA
2008 - 2012