

# Vianey Garcia

## User Experience Designer

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### **OBJECTIVE:**

A resourceful creative with a background in the visual arts and a proven ability to apply design thinking to develop intuitive and engaging products. Dedicated to human-centered design, aiming to explore, cultivate relationships, and create meaningful experiences.

### **ACCOMPLISHMENTS:**

- Led the UX design for the AltaMed Health Services Workforce Recruitment landing page, attracting over 100,000 visitors and accumulating 150,000 views, resulting in 66,000 clicks to the Workday application website.
- 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, including a developer and 3D designer, for our final project focused on educating pre-teen girls about women in STEM. Oversaw project management deadlines, assets, and delivery of the final AR lens, garnering 84,000+ views and 250+ shares.

### **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.

### **TECHNICAL SKILLS:**

UX Design, Adobe Creative Suite (InDesign, Photoshop, Illustrator, After Effects, AdobeXD), Microsoft Office (Word, excel, PowerPoint), G Suite (Google Drive) HTML, CSS, JavaScript, Figma, Blender, Lens Studio, Miro, Notion, Slack.

### **SOFT SKILLS:**

Data management, project management, communication, organization, attention to detail, time management, adaptability, problem-solving, teamwork.

### **EXPERIENCE:**

#### **Independent Contractor**

*Freelance Graphic Designer*

**Los Angeles, CA**

Jan 2023 - Present

- Developed a distinctive visual identity for clients encompassing logo design, color palette, and typography, that resonated with the target audience, resulting in increased brand recognition and engagement.
- Created custom illustrations, merchandise graphics, and digital assets, demonstrating a strong understanding of visual communication and brand storytelling.
- Enhanced 'Skate Hunnies' brand appeal and visual storytelling by creating custom illustrations and graphic elements for merchandise and promotional materials, leveraging digital illustration skills to produce original artwork aligned with the target audience's aesthetic.

#### **Sensis Agency**

*UX Design Intern*

**Los Angeles, CA**

July 2023 - December 2023

Sensis Agency is an integrated cross-cultural agency that connects people with brands through marketing that builds relationships across cultures.

- Led the design for the AltaMed Health Services Workforce Recruitment campaign, resulting in a 30% increase in recruitment candidates.
- Revamped the forthcoming navigation and footer details for the AltaMed website, ensuring adherence to branding elements and color schemes.
- Conceptualized and created deliverables, including content plans, journey maps, wireframes, and prototypes, utilizing Figma and Unbounce with a problem-solving mindset.
- Embraced an iterative design process, communicated design concepts to cross-functional teams and stakeholders, and incorporated feedback to refine and enhance designs throughout development.

## **UX Designer / Augmented Reality Designer**

Los Angeles, CA

*Freelance UX Designer / Augmented Reality (AR) Designer*

Nov 2022 - July 2023

- Implemented color theory, typography and user centered design practices to develop digital products for clients, such as websites, branded content, UI elements and AR concepts using Figma, Lens Studio, Blender, and Adobe Creative Suite.
- Created wireframes, storyboards, design systems, prototypes, established brand identity, graphic assets, style guide, layout, animations and visual designs to articulate digital and AR concepts.
- Collaborated with clients to define design vision, scope of work, and deliverable timeframes; iterating based on feedback.

## **Snap Inc. / Next Shift Learning**

Los Angeles, CA

*Snap Lens Scholar*

Jun 2022 - Aug 2022

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 using Lens Studio, Blender, Photoshop, Illustrator, After Effects, and Javascript, resulting in 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.
- Applied design thinking and collaborated in teams of 3 during weekly hackathons, consistently delivering interactive and engaging lenses by the deadline.

## **Memo - Student Project, Santa Monica College**

Santa Monica, CA

*UX Researcher*

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 individuals with dementia and their caregivers, leveraging a blend of market research, product development, strategy, and design to craft the user experience.
- Extracted insights and delineated the user experience through personas and storyboards, informing the overall design.
- Conducted usability testing on a Figma prototype of the mobile interface, remotely engaging with 3 caregivers via Zoom.

## **Grand Games - Student Project, Santa Monica College**

Santa Monica, CA

*UX Designer and Researcher*

Sep 2021 - Nov 2021

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 through observation, interviews, surveys, and testing with 20+ customers. Identified key UX pain points, leading to a complete redesign.
- Communicated concepts and insights to stakeholders from Grand Park L.A. and VeryNice design studio using sketches, storyboards, and prototypes presented via Google Slides, resulting in 6 iterations.
- Applied design thinking to align user desires with technical feasibility and business viability.

## **Wayve - Student Project, Santa Monica College**

Santa Monica, CA

*UX Designer and Researcher*

Sep 2020 - Dec 2020

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.

- Extracted and interpreted research data, applying empathy, design intuition, and accessible design to shape user personas, journey maps, and overall experiences.
- Conceptualized and designed wireframes and prototypes, ranging 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**

Santa Monica, CA

*Web Design*

Apr 2020

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

**Home Health Care Aid**

Los Angeles, CA

*Freelance Health Care Aid*

Mar 2013 - Feb 2018

- Administered care, executed meals, distributed medication, and provided assistance with quality of life care for 2 patients.
- Implemented a process to streamline patient tasks, including scheduling, paperwork, organization, and medical visits.
- Demonstrated empathy towards patients by actively listening and offering emotional support while effectively communicating medical information.

**Museum Intern**

Arcata, CA

*The Natural History Museum of Cal Poly Humboldt*

Feb 2012- June 2012

- Assisted in the curation and installation of 3 exhibits, including artifact preparation and display design, to enhance educational and visual impact for museum visitors.
- Developed promotional materials, including fliers and bus advertisements to market museum exhibitions.
- Conducted research and compiled information on natural history subjects, contributing to the development of accurate and engaging exhibit content and educational materials.

**Cal Poly Humboldt**

Arcata, CA

*Gallery Attendant*

Aug 2011- June 2012

- Managed daily gallery operations, including opening and closing duties, handling sales transactions, and providing visitors with detailed information, enhancing their overall experience and understanding of the exhibits.
- Supervised the preservation, proper documentation, and aesthetic integrity of over 50 art pieces within the gallery.
- Supported museum operations by cataloging artifacts, and updating databases, ensuring accurate documentation and inventory management.

**CERTIFICATIONS:****Museum and Gallery Practices**

Arcata, CA

- Developed expertise in museological theory, curatorial strategies, and the historical development of museums and galleries through comprehensive and immersive coursework.
- Executed exhibition design, preparation, and programming by curating and installing exhibits at the Goudi'ni Native American Arts and Reese Bullen Galleries, including supervising exhibits, facilitating art sales, and maintaining accurate records of transactions and proceeds.
- Administered the maintenance, curation, installation, and deinstallation of exhibits within the HSU Art Department Permanent Collection, ensuring meticulous care, documentation, preservation, and aesthetic integrity of the gallery space.

**EDUCATION:****Santa Monica College**

Santa Monica, CA

*Bachelor of Science, Major in Interaction Design***Cal Poly Humboldt**

Arcata, CA

*Bachelor of Art, Major in Studio Art; Minor in Business Administration**Certification in Museum and Gallery Practices*