



KATRINA RODRIGUEZ

UX DESIGNER

CAREER OBJECTIVE

Former National Champion pole vaulter jumping into UX Design.

RELEVANT EXPERIENCE

1st Place Winner, UX Designer

West Coast Accessibility Hackathon

May 2022

- Worked with a team of 4 developers and 3 designers to create gamified math problems to help children with ADHD have positively reinforced experiences with learning math.
- Quickly sourced and developed a strategic plan to create an MVP in only two days.
- Collaborate with the group to quickly iterate design ideas to execute our plan and deploy a working website for the competition.

UX Designer + Researcher

Novelly, Los Angeles, CA
non-profit pro bono

April 2022

- Worked with management to develop and apply UX Design plans to drive acquisition and conversion from social media to website.
- Devised and implemented robust digital acquisition plans while keeping in mind budget restrictions.
- Worked cross-functionally with the engineer to build a website for mobile web browsers while also integrating preexisting schemes from previous website.

UX Designer + Researcher

Conceptual Group Project - LinkedIn
Redesign

April 2022

- Interviewed users to find pain points and implemented features to help creatives showcase their work to help them get noticed for future work.
- Used Figma to create wireframes and prototypes for user testing.
- Gathered and analyzed data from user testing to adopt the final redesign.

CONTACT

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Email

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EDUCATION

General Assembly, Online | April 2022

UX Design Immersive program

California State University, Chico, CA | May 2011

*Bachelor of Arts, Communications
Design & Psychology*

RELEVANT SKILLS

Prototyping + Wireframes

Design Thinking

Adobe Photoshop

Sketches

Presenting + Storytelling

User Flow

A/B + User Testing

