

CARMELA REBANCOS

UX DESIGNER

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EDUCATION

Springboard
UX Career Track
August 2020 - July 2020

University of California, Davis
B.S. Psychology
August 2016 - July 2018

SKILLS

User Interviews
Surveys
Competitive Analysis
Heuristic Analysis
Affinity Mapping
Empathy Mapping
Personas
Site Maps
Card Sorting
User Flows
Wireframing
Prototyping

TOOLS

Figma
FigJam
Adobe XD
Sketch App
Optimal Workshop
Miro
Mural
InVision
Trello
Otter.AI
Marvel App

EXPERIENCE

Associate UX Designer

UXPA Los Angeles (June 2020 - Present)

- Works with other UXPALA members to complete ongoing two week design sprints to rapidly build high fidelity wireframes that help guide design decisions for the UXPALA website.
- Examines goal completion and monitors project performance by coordinating with project management team while directing company stand-up meetings to discover blockers and improve agile team performance.
- Gathers insights of the UX hiring processes for an upcoming UXPALA career resource book by conducting interviews with UX professionals.

UX Researcher

North American Bike Polo Assoc. (July 2020 - Present)

- Closely collaborates with the president in order to develop user research plans for their website and outline the scope of the study.
- Identified user needs and pain points by conducting interviews of eight new bike polo players and collecting qualitative data as well as identifying competitive challenges and troubles.
- Performed competitive analysis to recognize and leverage strengths and weaknesses of three sport websites to support players comprehend organization objectives and provide resources needed to begin playing the sport.

Freelance UX Designer

UnevictIA (March 2021 - April 2021)

- Built an end-to-end website experience that hosts eviction data access of the state of Iowa.
- Led workshops with key stakeholders to develop a research plan, which included competitive analysis, and building proto-personas.
- Facilitated competitive analysis on three company websites, to determine their strengths and vulnerabilities and to properly recognize the resources required to properly display eviction data.
- Developed a design system, including components, colors, and fonts.

Freelance UX Designer

Spontit (April 2020 - May 2020)

- Detected UX issues of the Spontit app by conducting user interviews, managing usability tests for their mobile app.
- Established user research strategies and project goals and integrated user data by leading creation of personas and affinity maps.
- Produced and presented sitemaps, wireframes, and high fidelity wireframes.