

# MARIA BAROCIO

## USER EXPERIENCE DESIGNER | USER EXPERIENCE RESEARCHER

[mariabarocio88@gmail.com](mailto:mariabarocio88@gmail.com) | [Portfolio](#) | [LinkedIn](#) | Anaheim, CA

### SKILLS

#### • UX Skills:

Prototyping, Mockups, Wireframing, User Journey Mapping, User Experience, User Research, Usability Testing, Responsive Design, Information Architecture.

#### • Personal Skills:

Detail oriented, problem solver, motivated, loyal, self-starter.

### SOFTWARE

Figma (3 years)  
Adobe XD (2 years)  
AutoCAD (2 years)  
Rhino (2 years)  
Photoshop (10 years)  
Illustrator (9 years)  
InDesign (2 years)  
Webflow (1 year)

### EDUCATION

Google UX Design Certificate  
User Experience Designer  
Landscape Architecture  
Cal Poly Pomona  
Associate's Degree  
Santiago Canyon College

### LANGUAGES

- English - Expert
- Spanish - Native speaker

### INTERESTS

Music, fashion, art, travel

### CAREER OBJECTIVE

Bilingual UX/UI Designer with experience creating intuitive and visually engaging digital experiences through user-centered design.

### EXPERIENCE

#### UX/UI Designer

SHOP COMMUTE (Case Study) | Web & app | Figma, Adobe XD  
July 2023 - Oct 2023 (Four months)

- Conducted competitive research to identify best practices for a responsive website design and uncover market gaps within e-commerce; measured quantitative data through usability testing for a friendly user flow.
- Analyzed brand identity to ensure the product was reflective of the brand's values and visual language for a cohesive design.
- Created and organized my own design system to efficiently iterate existing designs and simplify product functionalities.

#### UX/UI Designer

THE OLD VINYL (Case Study) | Music streaming website | Adobe XD  
May 2023 - Jul 2023 (Three months)

- Applied various techniques to brainstorm innovative solutions that minimized user tasks like music streaming or shopping activities.
- Created design systems to illustrate a friendly music streaming platform with improvised music discovery tools.
- Collected qualitative data to emphasize with the user needs and goals.

#### UX/UI Designer

ARCH-IVE (Case Study) - Art collection library app | Figma  
Feb 2023 - Apr 2023 (Three months)

- Designed user personas and journey maps to target user behaviors, goals and pain points, producing a user-centered design approach.
- Produced paper and digital wireframes, incorporating design iterations based on insights from usability testing resulting on improvised access to local museum and art display.
- Prioritized user-centered design principles to create inclusive and accessible experiences.