VANESSA TA

vanessacta.com

WORK EXPERIENCE

kit [Creative Labs] Project Lead *Fall '19*
- Cocreated a mobile app designed to foster long-distance friendships
- Determined usability and oversaw design of wireframes, branding, etc.
- Initiated weekly sprint goals for 7 UCLA designers and developers
- Top 8 Finalists of Bruin Entrepreneur's 1000 Pitches competition

USAC CONNECT Web Designer *Fall '19 – Present*
- Redesigned USAC funding desktop + mobile page in order to increase accessibility of funding applications to the general UCLA student body
- Further refined functionality by conducting 3 rounds of user testing

WAZO UX/UI Design Intern *Summer '19*
- Initiated meaningful rebranding of WAZO logo, color palette, and font type by better representing WAZO's goal to improve mental health through peer mentorship
- Created high fidelity UI designs for app features like profiles, chat, etc.
- Successfully helped launched app prototype in a 3 month time frame

UCLA Grand Challenge Graphic Designer *Summer '18 – Present*
- Visualized research data into comprehensive diagrams + infographics
- Produced figures for the Sustainable LA Grand Challenge 2020 Ecosystem Health Report Card

EXTRACURRICULARS

Foundations Choreography Design Chair *Spring '19 – Present*
- Created digital content to attract and retain over 200+ beginner dancers
- Designed + sold merchandise such as jerseys, tote bags, stickers, etc.
- Collaborated with marketing, photography, and videography teams to increase engagement on social media platforms

UCLA ACM Finance Director *Spring '19 – Present*
- Compiled annual budget for the largest computer science organization in Southern California
- Act as a liason between the ACM board and the CS department to secure funding for workshops, travel, and other necessities

ABOUT ME

Aspiring designer interested in UX/UI and product management.

CONTACT

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(408) 646-2407

EDUCATION

University of California, Los Angeles '21
Economics Major + Digital Humanities Minor

SKILLS

Figma
Adobe XD
Adobe Illustrator
Adobe Photoshop
Python

Microsoft Office
Apparel Design
Illustration