





# Karina Patricia

## EXPERIENCE DESIGNER

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 Atlanta, GA

## EDUCATION

### Georgia Institute of Technology

May '21

B.S. in Industrial and Product Design

Minor in Computer Science

GPA: 3.75 / 4.0

## LEADERSHIP

### ISA GATech | VP of Design

May '18 - Apr '19

Spearheaded visual brand design and social media campaign for ISA's annual statewide event resulting in 42% increase in the number of attendants, directed volunteers at event venue on D-day

## RELEVANT COURSES

Industrial Design Studio, User Centered Design and Technology, Human Factors, User Interface Design, Data Structures, Data Visualization, Graphic Design, Interface Prototyping

## SKILLS

### Design

Digital design, interaction design, interface prototyping, user flows, info architecture, wireframing, graphic design, design system

### Research

User journey, user interviews, task analysis, usability testing, affinity map, service blueprint, interface audit

### Tools / Software

Sketch, InVision, Adobe XD, Adobe Creative Suite, Figma, Balsamiq

### Coding

HTML5, CSS3, JavaScript, D3.js, Java, Android Studio

## EXPERIENCE

### Autodesk | Learning Experience Designer

Jul '21 - Present

Full-time - Atlanta, GA (Remote)

- Redesigned ACS sales enablement's project lifecycle engagement app for new reps, significantly improving ease of access to important information through improvements in navigation, layout, and visual design
- Collaborated with sales enablement specialists to design a seamless sales call prep experience starting from user research, early concepts to final product
- Analyzed usage data and conducted interviews and focus groups to make informed design decisions for each iteration cycle
- Collaborated with other designers in a pro-bono UX project with myAgro to design a homepage, reusable UI components, and reimagined information architecture

### Listee | UX Design Intern

Nov '20 - Jun '21

Volunteer - Atlanta, GA (Remote)

- Redesigned external site and dashboard experience and built out a design system for the company, increasing sign-ups by 73%
- Working with PMs and developers to map customer experiences from discovering our product through online channels, onboarding, and daily product interactions
- Cut map load API call by 75% by standardizing "show map" UI across all modules

### OneTrust | UX Design Intern

Jun '20 - Aug '20

Internship - Atlanta, GA (Remote)

- Redesigned asset map concept to visualize country-specific data transfer risk by incorporating DataGuidance research portal
- Improved interoperability of modules by enabling an extended list of actions to be done conveniently within the asset map
- Conducted market research, interviews, and usability testing to drive final design decisions, presented in high-fidelity mockups using *Sketch*
- Prototyped user-friendly email template builder as alternative to HTML editor

### Bits of Good | Product Designer

Jan '20 - Apr '20

Volunteer - Atlanta, GA

- Collaborated with PMs and developers to design an attendance tracker visualization for Boys and Girls Club Metro Atlanta (BGCMA), allowing club directors to automate daily tasks and optimize bus capacity
- Conducted interviews, created user flows and wireframes mapping client's daily tasks so that final product is easily integrated into their existing workflow

### Georgia Tech | Graphic Design Intern

Jan '18 - Dec '19

Student Assistant - Atlanta, GA

- Improved overall navigability of Ivan Allen College internal site through updated fonts, colors, and site layout
- Designed promotional materials and merchandise for Fall 2019 recruiting season and various campus-wide events using Adobe Creative Suite