

Ana-Louise Trinidad - User Experience Designer

San Francisco Bay Area, CA | (510) 566-0494 | [Email](#) | [Portfolio](#) | [LinkedIn](#)

SUMMARY

UX Designer that shines in data-driven design and product analytics, achieving user needs and company KPIs to create meaningful and lasting products.

INTERNSHIPS

Experience Product Designer Intern Remote
[Bowen Creative LLC](#) Feb 2024 – Present

- Contributing to client projects such as Southwest Creative under the guidance of a senior product designer with goals to increase vendor application rates and sponsorships by 40%
- Acquiring design and business acumen through training, mentorship, and exposure to senior executives
- Collaborating with product, research, branding, and other functions to identify user and business needs

UI/UX Intern Remote
[cooledtured collections](#) Jan 2024 – Mar 2024

- Enhanced the user flow to the Community Page by incorporating insights from UX Research that increased customer satisfaction by 15%
- Creation of UI style guide that influenced the branding of the Version 3 major update of their website and social media
- Conducted heuristic evaluation, proposing human-centric layout improvements for internship, careers, and history pages to elevate user engagement and content flow

Web Design & User Experience Intern Remote
[Castix LLC](#) Sept 2023 – Dec 2023

- High-Fidelity mockup increased clarity to WordPress developers by speeding up launch date by 3 months
- Developed an early discovery research plan leveraging methods such as user surveys, empathy mapping, and user person creation to identify and understand target audience
- Enhance site map by increase usability testing feedback from 25% to 80% and reworking meaningful architecture

EDUCATION

Data Analytics
COOP Careers Fellow,
Feb 2024 - June 2024

UC Berkeley Extension
UX/UI Bootcamp Certificate,
2023

San Francisco State University
B.A. General Biology,
2018

SKILLS

Design Thinking
Data Collection & Analysis
Information Architecture
Wireframing
Digital Prototyping
Usability Testing
UI Style Guide
Presenting Data
Low-Code Development

TECH

Figma
Usability Testing Tools
Affinity Designer & Photo
Project Management Tools
Content Management Tools
Git
Visual Studio Code