

KARINA RODRIGUEZ

UX Designer | Seattle, Washington | karinaarodriguez.com | rodkarina001@gmail.com | 2069159918

EDUCATION

UNIVERSITY OF WASHINGTON - BOTHELL

Bachelor of Arts - Interactive Media and Design | Sep 2016 - Jun 2021

Program GPA: 4.0 / Overall GPA: 3.80

The two-year curriculum, grounded in an intensive cohort-based learning environment, blends academic theory, human-centered design, artistic technique, process management approaches, and methods for gathering and analyzing critical metrics.

EXPERIENCE

EDCATALYST

Lead Designer | Jun 2021 - Current

- Lead designer tasked with developing a small business's company site to build an online presence and attract new STEAM campers. Increased camp registration by 200% by working with the owner on goals for the target audience and past customer pain points, managing those through updated features like a new e-commerce page and new layouts for showcasing STEAM camps.
- Utilized promotional graphics to assist with marketing for the camps developed using Figma, Adobe Illustrator, and Photoshop.

MUSEUM OF POP CULTURE

Project Manager | Jun 2021 - Nov 2021

Project manager for MOPOP's 6-week long STEAM time travel camp.

- Managed a team of three and coordinated with MOPOP representatives to meet curriculum standards and goals for the camp and iterate based on feedback. Done by using an agile project management style with several sprints completed in 4 months.
- Main focus was campers' experience and engagement, successfully done by developing engaging activities/lessons through storyboards, personas, and curriculum flow. Also working with museum representatives to execute their goals and address past camp pitfalls and concerns.

FOUNDRY10

STEM Project Intern | Jun 2021 - Sep 2021

- Designed and developed an after-school curriculum for middle to high school students on astronomy. Focused on meeting education standards and creating an innovative lesson plan through extensive research and engaging curriculum flow.
- Conducted research and collected data on SEL (Social Emotional Learning) skills in STEM through behavioral observation sheets in a Washington state school case study.

DECODE

Project Manager | Mar 2020 - Jun 2021

Managed a year-long group project focused on developing an empathic assistive browser extension tool for Google Chrome users.

- Managed a team of three designers and worked closely with stakeholders, organizing and coordinating using Kanban and agile project management style to develop a product that exceeded their standards, iterating after every month sprint.
- Identified opportunities in the market through competitive analyses and assistive technology research focusing on what decode can offer and the space and users.
- Conducted usability testing for over three months by creating task sheets for participants and facilitating user interviews. Continued to iterate designs throughout testing to ensure the user experience was at the forefront of every design choice.

SKILLS

[Project Management](#) [Design Thinking](#) [Research Methodologies](#) [User Testing](#) [A/B Testing](#) [User Flow Maps](#)

[Learning Theories](#) [Mockups](#) [Storyboarding](#) [Personas](#) [Agile](#) [Scrum](#)

TOOLS

[HTML5/CSS](#) [JavaScript](#) [Adobe Illustrator](#) [Adobe Photoshop](#) [Adobe XD](#) [Adobe Premiere Pro](#) [Kanban](#)

[Figma](#)

LANGUAGES

Spanish
Fluent