

# VIDALMA

UX designer with 8+ years of industry experience.

## Work Experience

### Cast & Crew - UX Designer

December 2021 - Present

I contributed to the conceptualization and development of an integrated suite of five products, specifically crafted to optimize production processes within the film and television industry. Collaborating closely with cross-functional teams including product managers, engineers, customer success, and implementations teams, I orchestrated the design process to deliver impactful and engaging user experiences. Leveraging primary and secondary user research, I employed data-driven insights to inform strategic decisions and craft effective design solutions. Moreover, I co-owned the direction of UX framework and UI patterns to elevate the design system at scale; which drove its evolution and adoption, while championing high-quality, user-centric design and consistency across all products. Employing a diverse array of visualization tools, including storyboards, flowcharts, wireframes, as well as low and high-fidelity mockups, I consistently provided clear and compelling representations of ideas throughout the design process, further solidifying my expertise as a Senior UX Designer.

### Contract Services Administration Trust Fund - UX Designer

September 2018 - February 2019

Conceptualized an end to end experience for Motion Picture Industry drivers and their employers to streamline hiring and regulatory compliance management. Facilitated product design workshops with stakeholders, software engineers and communications directors to strategize product goals and value propositions. Validated proof of concept with a minimal viable product(MVP) by delivering design documentation and interactive prototypes done in Adobe XD.

### Center for Autism & Related Disorders - UX Designer

October 2013 - September 2016

Led the UX design of 5 web products, 3 internal software applications and 3 mobile applications, as well as consulted for the improvement of 7 mobile applications. Overhauled CARD's front-facing website by strategizing the information architecture, improving responsiveness and restructuring the brand's offerings. Mentored and guided two junior visual designers as I oversaw the scope and deliverables for CARD's front-facing website. Worked in tandem with stakeholders, engineers, marketing and content writers to ensure that the intent and quality of every project was carried through to the end. Conducted interviews, surveys and analyzed traffic data to formulate data driven decisions and suggestions. Coded and delivered several clickable prototypes to test and validate design decisions. Advocated a culture of creative innovation by championing agile methodologies, design thinking and user-centric design.

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## Skills

### Tools

Figma, Adobe XD, Sketch, InVision, Principle, Axure, Illustrator, Photoshop, After Effects, Animate, InDesign, DreamWeaver, Visual Studio, WebFlow

### Formative

User interviews, Competitive analysis, Surveys, Contextual inquiry

### Generative

Storyboarding, prototyping, affinity mapping, personas, wireframes, journey maps

### Summative

Heuristic evaluation, usability evaluation, cognitive walkthrough

### Programming

HTML, CSS, JS, JQuery, Bootstrap, W3.css, mySQL

## Education

Art Institute of CA Santa

Monica, — A.A.S in Web Dev.

& Interactive Media

2011 - 2013

Udemy - GiveGoodUX,

— Certificate in UX Design

2018

The App Brewery,

— Bootcamp in Web Dev.

2020 - 2021

Coursera - Google ,

— Certificate UX Design Prof.

2023