Lucia Pineda

Versatile UX/UI Designer with a strong technical foundation honed through prior experience as a Software Developer, ensuring a unique blend of design creativity and seamless execution.

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EDUCATION

California College of the Arts
MDes Interaction Design
San Francisco, CA
Aug 2022 - Aug 2023

De La Salle University Manila
BS Computer Science
Manila, Philippines
Sept 2016 - Oct 2020

CERTIFICATIONS

Salesforce Administrator — *2021*

Copado Administrator — *2021*

HTML, CSS, and Javascript — *2021*
Coursera | Johns Hopkins University

SKILLS

Design
Wireframing
Prototyping
Storyboarding
Information Architecture
Design Systems
User Flows
User Journeys
User Research
Usability Testing
Responsive Design
Accessibility Design

Technical
Figma
Sketch
HTML/CSS
Javascript
Java
InVision
GitHub
Adobe Photoshop
Adobe XD
Adobe Illustrator

Collaboration
Agile Development
Azure DevOps
Jira
Slack

EXPERIENCE

Allermi
April 2023 - Jun 2023
UX Designer | Volunteer — San Francisco, CA
- Redesigned the checkout process with a focus on transparency in ordering personalized products, reducing customer dropouts by 10%.
- Conducted market and user research to deconstruct the UX flow and pinpoint areas that required redesign.
- Collaborated closely with stakeholders and engineers to ensure practical and implementable solutions.

The Moment Group
March 2022 - Aug 2022
Software Developer — Manila, Philippines
- Spearheaded the development and design of a responsive website, wireframes, and customer journeys for a multi-brand pick-up and delivery system, using HTML, CSS, JavaScript, PHP, and Figma.
- Worked closely with the marketing team to ensure alignment with their overarching strategy.
- Led sprint progress presentations, keeping executives informed about project milestones, leading to a 15% decrease in decision turnaround.

Accenture
March 2021 - March 2022
Associate Software Engineer — Manila, Philippines
- Implemented enhancements, process improvements, and unit testing in a US client's Salesforce organization while collaborating with engineers, product managers, and testers, resulting in a 10% reduction in support tickets.
- Completed Salesforce Developer and Administrator Bootcamps, gaining proficiency in Apex, JavaScript, CSS, Lightning Web Components, Lightning Aura Components, and Case Studies.
- Obtained Salesforce and Copado Administrator Certifications while actively employing the agile development framework throughout the project to maintain quality and efficiency.

On-Off Group
Jan 2019 - March 2019
User Experience Research & Design Intern — Manila, Philippines
- Presented weekly UX topic sessions, encouraging knowledge sharing within the team (Heuristics, Case Studies).
- Conducted an individual case study encompassing user interviews, data collection, affinity mapping, persona creation, task flow analysis, and prototype development.
- Supported the UX team by actively participating in usability testing and note-taking during user research.

PROJECTS

Acta Non Verba: 'My ANV Day'
Oct 2022 - Aug 2023
UX Designer & Researcher — San Francisco, CA

Capstone Project: Designed an empowered learning experience for a children-focused non-profit in East Oakland, involving parents, sponsors, and volunteers.

AWARDS

1st Place: Google Studio Forward Design Sprint
March 2023
- Collaborated with a UX Team to design a winning, inclusive solution fostering positive online communities, among 100 designers and 20 projects.
- Presented solution to the Google Ads UX Team in an internal meeting at Google San Francisco office (June 2023).