

Gizelle Hurtado - UX/UI Designer

I strive to build meaningful interactions so that I can utilize the experience from my work to create a more safe and inclusive society in the fast-growing tech-based world we live in.

COURSE PROJECTS

UX/UI and Product Designer

App and Product Design: AquaTraq Spring 2020

- Created a smart water filter straw that promotes healthy water drinking habits and contributes to sustainable practices.
- Designed a unique style guide and companion app to pair with an AI and created a storyboard to show how a user interacts with AquaTraq's AI.
- Utilized Figma to create wireframes, lo-fidelity screens, and final UI for both iOS and Apple watch platforms.

User Researcher & UI Designer

App Design: Food for People Fall 2020

- Created an app in two weeks using Adobe XD as part of the Adobe Design for Change Creative Jam.
- Designed an app that connects seniors to food banks like Food for People in Humboldt County, California. The app allows them to browse recipes, order produce, and have it delivered directly to them by volunteers/drivers that are nearby or passing their location.

UX Designer & Researcher

Concept Design: Preferred SQUADS Fall 2020

- Tasked by Activision to redesign their Call of Duty companion app in order to attract current and new players and to create a sense of community through the app.
- Conceptualized Preferred SQUADS a rating system within the app that allows players to unlock and access a feature to interact and play with other players that are labeled as preferred and are more pleasant and welcoming.

WORK EXPERIENCE

Freelance Graphic Designer

Self Employed March 2016 - Present

- Developing individual brands by creating logos and business essentials such as stationery, business cards, brochures, and other marketing materials.

Sales Specialist

Gonzalez Framing May 2015 - Present

- Provide customer service and assistance in custom framing customers' art pieces and materials. Organize the products, inventory, and handled the sale charges.

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Los Angeles, CA

EDUCATION

Santa Monica College

B.S. Interaction Design
(2019 - 2021)

A.S. Graphic Design
(2015 - 2021)

SKILLS

Design Software

Photoshop
Illustrator
InDesign
After Effects

Web Design

HTML5 & CSS
Javascript
Bootstrap

User Experience

Journey Maps
User Flows
Personas
Storyboarding

Prototyping

Adobe XD
Figma
Balsamiq
InVision