

PRISCILLA T. PERALTA // DESIGNER

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Los Angeles, CA

EDUCATION

Boot Camp: Designer Fast Track Intensive
Skillcrush, 2021

Fundamentals of Graphic Design
Intro to Typography
Coursera, 2020

M.S. Television Specializing in Producing and Management
Boston University, 2019

DESIGN SKILLS

Prototyping
Composition
Wireframing
HTML5 / CSS3
Iteration
Storyboarding
Logo / Brand Design
Researching, Writing & UX
Photo Editing / Retouching

TECH STACK

Figma
Canva
Adobe Illustrator
Adobe XD
Adobe InDesign
Google/MS Suite

LANGUAGES

Spanish - Fluent

EXPERIENCE

Product Designer Los Angeles, CA
Chipper Cash 2021 - Present

- Primary Designer and Researcher of a new product, USSD for both Android and iOS.
- Prepare and present: user personas, blueprint map and prototype for stakeholders.
- Schedule, conduct user interviews in Africa, assemble research analysis, implement feedback to the prototype.

Freelance Visual Designer Los Angeles, CA
The Eucalyptus Baby 2021 - 2021

- Consult with clients to create design strategy, and branding.
- Conduct research, iterate on designs, working on 6-8 revisions before presenting final deliverables to clients.
- Primary designer working 3+ clients on logo, branding, and web design projects, supporting their marketing efforts.

Temp Executive Assistant Los Angeles, CA
Jam City 2020 - 2020

- Managed 3 executive calendars for 2 SVPs and CTO, ensuring smooth logistics and communication for all daily operations.
- Investigated and assembled 2 research packets per week, increasing partnerships with outside companies
- Communicated with team leaders to distribute company wide decks to 50+ employees, updating all on production progress.