

Priscilla Peralta

Product Designer 🌸 in Los Angeles, CA

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EXPERIENCE

Contract Product Designer Jun. 2021 - Sept. 2021
Chipper Cash Remote

Led research, design and testing for the development of a new product feature for a FinTech startup.

- Lead **5+ user interviews** and **usability tests** to identify pain points, opportunities to improve user retention and engagement.
- Spearhead the initial design for a new feature, USSD, **research** to service **blueprint, sketching, wireframing, 10+ prototypes** and **competitive analysis**.
- Collaborate with Leadership, Engineering, Compliance and Design in an **agile team** to develop a feature that works on **iOS, Android** and Feature phones.
- Create **3+ components** for a **design system** to reduce the technical debt for both designers and engineers.

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

Designed logos for a rebrand, developed brand guides, icons and social media headers.

- 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 Oct. 2020 - Nov. 2020
Jam City Los Angeles, CA

Brought in to cover for an assistant on maternity leave.

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

EDUCATION

Skillcrush, 2021
Designer Fast Track Intensive

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

CERTIFICATES

Coursera, 2020
Fundamentals of Graphic Design & Intro to Typography

SKILLS

UI/UX Design
Visual Design
Personas
Journey Map
Storyboarding
Iteration
Rapid Prototyping
Wireframing
HTML5 / CSS3
Logo / Brand Design
UX Researching & Writing
Photo Editing / Retouching

TOOLKIT

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

LANGUAGES

Spanish - Fluent