

# 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.

**Visual Designer** Feb. 2021 - Jun. 2021  
Freelance 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  
Web 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