

PATRICIA GARCIA SOTO

Product Design

garcia.patricia56@gmail.com

linkedin.com/pgarciasoto

651.207.3114

Skills

Figma

Sketch

Wireframing

Prototyping

Content Writing

Copywriting

User Research

Usability Testing

Mobile Design

Web Design

Webflow

HTML/CSS

Project Management

Salesforce Administration

Teaching + Facilitation

Experience

Product Designer, Core Commerce | Target

September 2021 - Present

Support Cart & Checkout product team (product owners, designers, engineering) throughout the project life cycle – recommending appropriate methodology, scoping, and coordinating the entire process - from discovery to usability testing and launch.

Content Writer + Editor | Westchester Education Services

March 2021 - Present

Review digital education tools and texts for accuracy, tone, and culturally responsive content. Work collaboratively with reviewers and editors to offer client feedback for product improvement.

Program Director, Program and Events Manager | Writers in the Schools

August 2016 - March 2021

Created and implemented writing education programming for K-12 students in over 150 schools. Maintained relationships with clients from schools, nonprofits, hospitals, and community organizations. Oversaw all office technology and training including Salesforce administration, Google Suite, and more.

Education Specialist | Korea International School

July 2015 - July 2016

Facilitated academically focused out-of-school time programming for middle grade students living abroad. Served as social emotional learning curriculum liaison.

Program Assistant, Program and Technology Manager | HandsOn Twin Cities

January 2014 - July 2015

Served as Salesforce and data trainer and administrator for over 50 nonprofit managers. Supported corporate volunteerism programs with Fortune 500 companies.

Education

Designlab UX Intensive | Online

October 2020 - October 2021

artEquity National Facilitator Training | Atlanta, GA

September 2019

Intensive facilitator training in collective action and in-depth analysis of equity, inclusion, and justice in institutions

St. Olaf College | Northfield, MN

2009 - 2013

B.A. in English, American Racial and Multicultural Studies