

# PATRICIA GARCIA SOTO

Product Design

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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