

CINDY LA

UX DESIGNER

PROFILE

From filling prescriptions to designing webs and apps. I focus my designs on accessibility and inclusivity.

<https://www.cindyla.design/>

CONTACT

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<https://www.linkedin.com/in/cindyla/>

EDUCATION

UI/UX DESIGN SPECIALIZATION

California Institute of the Arts, Oct 2023

UX DESIGN SPECIALIZATION CERTIFICATE

Google, July 2022

BIOLOGY, B.S. MINOR IN PSYCHOLOGY

University of Houston, May 2019

SKILLS

TOOLS: Figma, Adobe XD, Sketch, Miro, Jamboard, Adobe Illustrator, Marvel

DESIGN: User Personas, Responsive Designs, Accessibility, Wireframing, User Flow/Journey, Prototyping, Usability Studies, Competitive Audit, Information Architecture, User Research, Iterative Design, Interaction Design, Affinity Mapping

EXPERIENCE

UX DESIGNER, FREELANCE

AUGUST 2022-PRESENT

- Discovered company pain points and evaluated insights of key business metrics
- Analyzed the website user flows, information architecture, layout, UI, and accessibility guidelines
- Provided detailed opportunities of UX improvement to benefit the company business goals and APIs

PHARMACY TECHNICIAN, WALGREENS

AUGUST 2021-PRESENT

- Collaborated with technicians to exceed daily metrics, resulting in the 2023 and 2022 District Winner of the Pharmacy Customer Care Awards
- Applied empathy and active listening to patients regarding pain points, needs, and therapy through patient outreach calls
- Prevented errors with attention to detail in prescription data entry, filling, and inventory management and documentation

PROJECTS

TELEHEALTH HAVEN, VIRTUAL HEALTHCARE APP

JUNE-JULY 2022

PINK PEACH, RESPONSIVE SHOPPING WEBSITE

MAY-JUNE 2022

YOMMY SANDOS, FOOD CUSTOMIZATION APP

JAN-MAY 2022