

Daniella Escobar

daniellaescobar.com
linkedin.com/in/daniesco
daniesco0303@gmail.com

EDUCATION

Master of Human-Computer Interaction

Carnegie Mellon University

GPA: 4.0

Present

B.S. Information Science; B.A. Media & Journalism

University of North Carolina at Chapel Hill

GPA: 3.93, with Highest Distinction

December 2023

WORK EXPERIENCE

UX Design Intern

May 2023 - August 2023

Amazon Web Services

- Prototyped a transformation panel in SageMaker Canvas, allowing users to manipulate their data with or without code
- Designed customer satisfaction score (CSAT), customer effort score (CES), and onboarding surveys to identify user pain points
- Oversaw engineering team's implementation of high-fidelity prototypes to production
- Documented design briefs for each project, detailing progress and decision rationales to ensure team alignment

UX Design Intern

June 2022 - August 2022

Lumen Technologies

- Interpreted user data in Contentsquare and Adobe Analytics, recommending changes to Lumen.com product pages
- Evaluated Lumen's B2B Marketplace experiences through UserTesting and created action plans to implement test results
- Created team's first data-driven competitor analysis framework for future projects

Lead iOS UI/UX Designer

August 2021 - December 2023

App Team Carolina

- Conducted UX research, created high-fidelity prototypes, and led usability studies for two apps published to the App Store following Apple's Human Interface Guidelines
- Instructed a 12-week workshop for 20 new members on design thinking, UX research, and UI design in Figma

CERTIFICATIONS

- Google UX Design Specialization (Coursera)
- Group 2 Social and Behavioral Research

APPLICATIONS

Bubbly

Helps children with Cortical Visual Impairment gradually strengthen their vision

Centible

Empowers young adults to take control over their finances

Carolina Cupboard

Inventory management system for the largest food pantry on campus at UNC-Chapel Hill

SKILLS

Design

- Usability Testing
- User Research
- Wireframing
- Prototyping
- Design Thinking
- Agile Methodologies

Software

- Figma/Adobe XD
- HTML/CSS
- JavaScript
- Bootstrap
- Adobe Creative Cloud
- UserTesting
- Contentsquare