

# Julia Garcia Gab

Multidisciplinary Product Designer

Los Angeles

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## EXPERIENCE

### HACK FOR LA - Lead UX Designer

March 2022 - Present

- Lead project and design efforts - help define strategy, objectives and set the vision for the user experience
- Conceptualize and implement a design system used across teams - create visual assets that explain key workflows and user journeys
- Partner closely with cross-functional team to understand and prioritize user needs - translate user needs into prototypes that can be evaluated and tested
- Guide team of 2 designers - grow our design team through craft leadership and participate in weekly design critiques and team building exercises

### RUFF PATCHES - UX/UI Designer

Aug - Sept 2021

- Collaborated with founder and CEO of non-profit animal rescue to design a responsive website to promote pet adoption
- Delivered home screen, profile, and card template designs on web, mobile, and tablet and built a prototype
- Created a new style guide, and modernized brand and logo

### COINBASE (Academic Project) - UX Designer

September 2021

- Designed and integrated a feature to Coinbase for new users and crypto investors to help them onboard the app easily
- Delivered onboarding and profile designs on mobile, and built a prototype

### GIVABYTE (Academic Project) - UX/UI Designer

Oct - Nov 2021

- Created an MVP mobile app for users to share their surplus food to help tackle food insecurity and food waste in the US
- Delivered onboarding, home screen, profile, and card template designs on mobile, and built a prototype
- Developed a full brand, style guide and logo

### HACK THE CLIMATE (Hackathon) - UX/UI Designer

March 2021

- 1st place winner of a Microsoft sponsored 5-day hackathon with over 400 participants
- Worked with international non-profit organization, Buy Food With Plastic and strategized user and business friendly solutions with their CEO and Creative Director
- Collaborated with 2 developers to create a full-stack web application to automate and manage waste processing systems
- Designed login/signup, home page, and calendar screens on mobile and built a prototype

## EDUCATION

### DESIGNLAB - UX Academy

- Completed over 560 hours of coursework, building knowledge and experience of the UX process, user research, information architecture, interaction design, lean UX, design thinking, product development, user interface, visual design, and branding
- Worked and collaborated 1-on-1 with 3 Product Design mentors

## TOOLS

Figma & FigJam  
Adobe XD  
Notion  
Zeplin  
Miro  
Wix  
Microsoft 365  
Spline  
Github

## SKILLS

Wireframing  
Prototyping  
Visual & Interaction Design  
Brand Design  
User Research & Journeys  
Usability Testing  
Critical Thinking  
Collaborating  
Receiving & Implementing feedback

## LANGUAGES

English  
Spanish  
Romanian  
Catalan  
German

## ASK ME ABOUT

My Romanian Heritage  
Flat Illustrations  
Why I Became Vegan  
Anime  
Fostering Animals  
Psychology &  
Neuroscience