Ana Chávez

Product Designer in New York, NY

Naturally curious and analytical about navigating complexities to effect social change and empower others while strategically aligning with business objectives

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EXPERIENCE

Product Designer | UX Foundations
New York, NY | October 2023-Present
Part time experience working on various projects for **non-profits and start-ups**.

Product Designer | Google
NewYork, NY October 2021- June 2023

Twenty months of on-site experience in developing UX & UXR design skills. Worked with design, research, and engineering teams and was the sole designer responsible for the **end-to-end UX Design process and UX Research methods** for multiple features for multiple platforms within Google Finance, and Autos.

- Designed **Finance Bubbles** by conducting **background user research** with five business users and seven **usability tests** across the organization in building an MVP **using a user-centered design process**

- Revamped various **sketches and prototypes** to allow for **multiple states**, such as pinning, collapsing, and expanding bubbles for stock tickers

- Conceived **low-fidelity and high-fidelity wireframes** for the product feature through **Figma**, used by front-end engineers to implement changes

- Implemented **Dark mode** by translating color guidelines to meet **accessibility standards**

- **Collaborated with software engineering** to compare demos with my designs and discuss any additional states needed for product launch

- Designed a **Custom Date Picker** by conducting a competitive analysis with ten mobile and websites

- **Analyzed hundreds of user feedback** from the Google Finance website regarding a custom date range picker

- Coordinated **biweekly syncs with software engineers and product managers** through the development cycle

- Conceptualized **three concepts** and designed three low-fidelity prototypes to conduct a usability test with seven Googlers

- Crafted **final visual designs** using **a Google design system** for two finance features for mobile and one desktop webpage

- **Synthesized findings** and recommendations for the Google Auto Sheet based on competitive research

- Composed **block diagrams** to organize the hierarchy of the content and incorporate the recommendations into the information architecture

- Illustrated low-fidelity wireframes using **the universal framework and detailed entity framework**

UX Designer | The CHAD Foundation
New York, NY | *October 2020 – October 2021*

Redesigned and rebranded website for a non-profit organization that helps prevent sudden cardiac death among young athletes.

- **Redesigned and rebranded** the CHAD Foundation non-profit website using Figma to increase donations as well as highlight the mission.

EDUCATION

BRANDEIS UNIVERSITY
B.A Sociology Major
August 2014 - May 2018

CERTIFICATES

COLUMBIA UNIVERSITY
UX/UI Design Certificate
August 2020- February 2021

GOOGLE UX/UI Certificate
October 2022 - February 2022

RESEARCH

User Interviews
Usability Testing
Competitive Analysis
Surveys
Heuristic Analysis

DESIGN

Sketching
UX Design
Mockups
Personas
User Journeys
Storyboarding
Block Diagrams
Prototyping
Flow Diagrams
Wireframes

TOOLKIT

Project Management
Asana
Jira
Powerpoint
Microsoft Teams
Google Workplace

Prototyping:
Figma
Sketch
Invision
Adobe Creative Suite

Development:
Basic Knowledge of
HTML/CSS

LANGUAGES

English
Spanish