

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

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

New York, 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 UX Design and UX Research for multiple features for Google Finance and Autos.

- Designed **Finance Bubbles** by conducting **background user research** with five users and seven **usability tests** across the organization in building an **MVP**
- 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 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 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
- **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 and volunteer opportunities
- **Created a design system** including fonts, colors, visual elements, and photography to support design consistency and reduce technical debt

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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

Information Architecture

Personas

Journey Mapping

Storyboarding

Block Diagrams

Rapid Prototyping

Wireframes

TOOLKIT

Project Management

Asana

Jira

Prototyping:

Figma

Sketch

Invision

Development:

Basic Knowledge of

HTML/CSS

LANGUAGES

English

Spanish