

# Ana Chávez

Product Designer in New York, NY

Naturally curious and analytical about navigating complexities to effect social change and empower others with a Sociology degree and Social Justice minor.

## EXPERIENCE

### Social Media Manager | Fordham Community Church

New York, NY May'25 -Present

Managed bilingual digital content and community events that supported the church's mission and fostered deeper connections among members. Led fellowship programming to strengthen engagement both online and in person

- Curated and produced bilingual (English & Spanish) content across Facebook, Instagram, and TikTok using **Meta Business Suite**, increasing **Instagram reach by 38%, Facebook video views by 32%, and TikTok profile views by 35%**.
- Designed a bilingual 40-day prayer guide in **Canva**, creating accessible, mission-aligned content distributed across the full church body for English and Spanish services.
- Produced digital materials and route plans for Bronx prayer walks using Google Maps, enhancing participation and community engagement.
- Planned, promoted, and coordinated church-wide events including Bible studies, Sip & Paint, fitness gatherings, and movie nights to strengthen fellowship and increase member engagement.

### UX Design Apprentice | 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 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
- 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**

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## EDUCATION

BRANDEIS UNIVERSITY

B.A Sociology Major and Social Justice minor

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