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 | 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 Google Finance Bubbles by conducting background user research and usability tests across the organization in building an MVP

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

- Created 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

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

- Conducted background research through user interviews, a competitive analysis with other companies, and analyzing 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 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

UX Designer | CANVS
New York, NY | *November 2020 – October 2021*

Designed an iOS interactive app to connect people to street art for viewing and education at a start-up.

- Collaborated with the creative director to evaluate web experience and determine website redesign and update components

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