



Valeria Espinoza

Experience

Lead UX/UI Designer

Chaotic Good Tempeh

Aug'24 – Dec'24

Revamped website in *Wix Studios* with brand assets using *Photoshop* and *A/B tested* website with winning favor of *over 92% of target audience* at Whole Foods. Iterated prototypes in *Figma* and collaborated in diverse team using *Miro* to conduct *agile/scrum practices*.

UX/UI Design Intern

Code for the Community

Jun'24 – Sep'24

Designed app by *wireframing, prototyping, auto layouts, motion design*, and using *React Native design libraries*. Collaborated in team of *software engineers, product manager, and stakeholders* through *Trello*. Conduct *user research* and tested app through user testing. App projected to *help 6,300 users* in need.

Product Engineer

Hyde Closet

Jan'23 – May'23

Engineered *3D-printed* menswear prototypes using *Solidworks*. *Collaborated* with a cross-functional team of product, graphic, and media design. Developed *user journey* and *task flows* that align with company standards.

Digital Marketing Trainee

The Global Tech Experience

Jun'23 – Aug'23

Created a user-centric ecommerce platform using *Shopify* and collaborated with a global team to execute *digital marketing strategies*. Optimized campaign performance through *data-driven A/B Testing* and *SEO Keyword Research*. Applied UX best practices to reduce user friction and improve conversion rates.

Education

Master of Product Innovation

Virginia Commonwealth University

UX/UI Design

Professional Certifications

Virginia Commonwealth University

Product Innovation, Scrum/Agile

Bachelor of Science

Virginia Commonwealth University

Biomedical Engineering

Skills

Design Tools: Figma, Figjam, Adobe XD + Rush, Photoshop, Miro, Trello, Shopify, Wix Studios, Canva

Design Skills: Journey Mapping, Prototyping, Wireframing, Personas, Design Systems, Auto Layouts, Motion Design, Google Optimize/Ads SEO Keyword Research