ADALIDA BACA

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PORTFOLIO

https://adalida.design

EDUCATION

The University of New Mexico
Albuquerque, New Mexico • 12/2020

Bachelor of Arts: English-Philosophy

CERTIFICATIONS

- **User Research Methods and Best Practices**, Interaction Design Foundation - 11/2023
- **Data Driven Design: Quantitative Research for UX**, Interaction Design Foundation - 11/2023
- **Journey Mapping**, Interaction Design Foundation - 11/2023
- **Certified User Experience Designer**, Google - 05/2022
- **Technical and Professional Communication Certificate**, University of New Mexico - 12/2020

SKILLS

- Figma
- Web Design
- HTML/CSS
- User Research
- UI/UX Design
- Hi-Fidelity Mockups
- Prototyping
- SQL

PROFESSIONAL SUMMARY

I am a product designer with a multidisciplinary background in philosophy, writing, and design. As a versatile utility player, I collaborate with engineering teams to create user-centered products that solve complex challenges in dynamic startup environments.

RELEVANT EXPERIENCE

Self - Digital Strategy and Web Design Consultant
San Francisco, CA • 08/2019 - Current

- **Market Research:** Evaluated digital presence gaps among artisan shops and small businesses to pinpoint opportunities for increased online visibility.
- **User-Centered Design:** Developed custom, responsive websites that integrated SEO best practices to deliver a seamless, engaging digital experience.
- **Project Leadership:** Coordinated all aspects of project execution—including vendor sourcing, contracting, copywriting, and billing—to ensure quality and on-time delivery.
- **Digital Strategy:** Implemented targeted marketing initiatives that boosted client engagement and significantly enhanced online reach.

SF Climate Week - Volunteer Content Designer
San Francisco, CA • 03/2023 - 05/2024

- **User Onboarding Optimization:** Redesigned Notion pages to enhance the onboarding experience, and adapted Figma designs for Canva to support engaging social media content.
- **Cost-Efficient Vendor Management:** Streamlined vendor sourcing by developing a Notion data table, which improved decision-making efficiency and saved the organization $3,000-$5,000.
- **Event Logistics Coordination:** Developed an innovative Notion tool to organize fashion show content and logistics, thereby enhancing team coordination.
- **On-Site Operational Support:** Led event-day operations by managing attendee check-ins via LUMA, coordinating equipment and food transportation, and ensuring a smooth cleanup process.

Project ECHO - Technical Writer - Internship
Albuquerque, NM • 02/2020 - 12/2020

- **Process Improvement & Role Evolution:** Automated data entry tasks to address team inefficiencies, paving the way for my transition into a Technical Writer role focused on optimizing operational processes.
- **Dashboard Automation:** Spearheaded the automation of data dashboard updates using Power BI, significantly enhancing data visualization and reporting efficiency.
- **Technical Collaboration:** Partnered with engineering teams to migrate and automate website updates from FileZilla to Git, streamlining operations and reducing manual workload.
- **Onboarding Optimization:** Reorganized the Confluence workspace to improve the onboarding process for new Data Team members, ensuring smoother integration and faster adaptation.
- **User Documentation:** Developed comprehensive PDF guides for the iEcho software, enabling diverse users to navigate and utilize the platform effectively, which boosted overall productivity.