**Caty Nava**

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**Summary**

Emotions focused UX/UI Designer with a history of technical expertise as a System and Data Analyst that believes empathy and curiosity can create sophisticated and intuitive solutions. Thrives in a cross-functional and fast-paced environment that requires partnering with multiple teams to capture feedback and build something beautiful together. Constantly curious and passionate about understanding user needs and placing empathy at the forefront of every project to deliver innovative and user-centric products.

**Technical Skills**

**Technical:** HTML5 | CSS3 | Python | Github | Data Visualization | MySql | Google Analytics | MyBi

**UX/UI:** Heuristic Evaluation | User Interviews & Usability Testing | Content Strategy | UX Design Guidelines | Wireframes | User Flows | Interactive Prototypes | Presentation | User Centered Design | Information Architecture

**Business Processes:** Product Advocating | Agile Team Building | Design Sprint | Requirements Gathering | Root Cause Analysis | Competitive Analysis | Behavioral Insights

**Tools:** Adobe Creative Suite | Figma | Invision | Microsoft Office & PowerPoint | Google Docs & Spreadsheets

**Work Experience**

**Trilogy Education** Remote

***Senior User Experience and User Interface Tutor*** *2020 - Current*

Educates, mentors, and inspires UX/UI students by creating a safe non-judgemental learning environment.

* Researches and simplifies complex theories and methods into presentable materials for struggling students.
* Provides empathy, support, and encouragement to over 30 students at a time.
* Coaches students through code review, use case creation, design principles, branding and prototyping.

**Intel Corporation** Hillsboro,OR

*2016-2019*

***Data Analyst*** *(2019 - 2019)*

Enhanced Intel’s data sales intake process and established the design standard for internal reports to reflect current branding principles and maintain consistency.

* Partnered with global stakeholders, external teams to determine quarterly and yearly roadmaps.
* Translated and presented complex marketing analysis, backend intake processes, and business goals into simple and actionable information for our technical, marketing, management teams.
* Explored and identified areas of improvement in the data management and reporting systems with an external technical team.

***Assistive Context Aware Toolkit (ACAT) UX Designer and Researcher*** *(2018 - 2019)*

Developed an inclusive site with Intel Labs for caretakers of the severe disabled and mock-ups for improvements of the ACAT software.

* Assisted with the completion of several overlapping research projects.
* Partnered with Intel Labs to generate several more inclusive and modern prototypes.
* Developed and presented the site to major stakeholders.

***System Analyst*** *(2016 - 2019)*

Directed communications for stakeholders and users during product upgrades and major changes.

* Increased SaaS internal platform usage 30% by pioneering methodologies to maximize customer engagement for more than 230,000 users.
* Conducted large scale user research to identify critical user pain points to guide internal product strategy.
* Presented pain points, underlying backend processes in the system, and history of products as a subject matter expert to management and stakeholders.
* Awarded more than 30 “Recognitions” for excellence in customer engagement.

**Projects**

**Social Butterfly** | <https://catynava.com/social-butterfly>

* Collaborated to determine the implications of COVID-19 on user’s social lives. Discovered that while people are still craving social interactions and meeting new people, there were limited applications or platforms specifically dedicated to meeting this need.
* *Role:* UX Research, UI Design, and Coding.
* *Technologies & Languages Used:* Figma, GitHub, Miro, Visual Code Studio, and Bootstrap.

**Nature Hills** | <https://catynava.com/nature-hills>

* While living in a world so drastically altered by the Covid-19 Pandemic, we noticed the simple pleasures in life, like being surrounded by nature or enjoying some fresh fruits, became vital for survival. That's why we decided to redesign NatureHills, an online nursery, so when we could go to the plants, the plants could come to us.
* *Role:* UX Research, UX Design, UI Design, and Responsive Design.
* *Technologies & Languages Used:* Adobe XD, Illustrator, Miro, and Trello.

**U.S. Federal Court Redesign** | <https://catynava.com/us-federal-court>

* Our purpose was simple - to connect people to the U.S. Federal Courts.
* *Role:* UX Research, UX Design, & UI Design, and Responsive Design.
* *Technologies & Languages Used:* Adobe XD, Trello, Illustrator, and Miro.

**Education**

**Bachelor of Business Management of Information System** (Minor: Computer Science) - University of Texas

**UX/UI Certificate** - University of Texas