

Perla Rocha

UX Design,
Writing,
Research

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com

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perlarocha.github.io

SKILLS

Interaction

User Research &
Persona Creation
Wireframe Production
Prototyping

Visual

Drawing/Sketching
Responsive Web
Design

Software

Adobe XD/Fresco
Figma
Visual Studio Code

Other Skills

HTML/CSS
Technical Writing
Protocols/SOPs
English-Native
Spanish-Native
Chinese-Intermediate
French-Intermediate

PROJECTS

UX/UI Design | Lochnessa Beauty

January 2021

Designed hi-fidelity mockups for an onboarding flow on a desktop and mobile site that helps new and returning clients view and schedule services

UX Design | Wuxi Korean School

November 2020

Redesigned the school website to enhance usability and create a more modern experience. Translated the site from Korean to English for users who cannot speak Korean.

WORK EXPERIENCE

Freelance

March 2020- present

Several projects involving English editing and proofreading, managing social media account of a local business, creating content for a website, and online/ offline teaching and tutoring

University of Arkansas | *Program Technician*

April 2019-February 2020

Writing and organizing experimental protocols and laboratory SOPs as well as proofreading documents, presentations, and reports.

EF Zhangjiagang, China | *Teacher*

March 2018-March 2019

Planning and executing lesson plans to students

EDUCATION

Google UX Design Courses 2021

Completed courses that included user research and persona creation, wireframing, and prototyping with projects

FreeCodeCamp Coding Courses 2020-2021

Completed a 300 hour HTML/CSS coding program and received a certificate in Responsive Web Design

NN/G UX Course 2020

Received UX Certification for completing the following courses: Design Thinking, Journey Mapping, Analytics and User Experience, Application Design, Web Page UX Design

University of Arkansas 2013-2017

Bachelor of Science in Biomedical Engineering

Received publication in a scientific journal for work as an undergraduate research assistant