

# CHARLENE NUVAL

## UX DESIGNER

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### EXPERIENCE

#### **INSTRUCTIONAL ASSOCIATE, USER EXPERIENCE** *Mar 2018 - May 2018* **General Assembly - San Francisco, CA**

- Mentor and teach students on user experience design principles and technical skills
- Collaborate with User Experience Design Instructors to plan and facilitate classroom activities
- Advise students on User Experience (UX) strategy and research for UX projects

#### **LEAD UX DESIGNER** - Freelance *Jan 2018 - Mar 2018* **Oakland Digital - Oakland, CA**

Created a new member flow for nonprofits to reserve free event space. Led Design Thinking workshop for nonprofits at Google.org. Client ecstatic with deliverables and is in the process of implementing the design solution.

#### PROCESS

- Led team of 3 UX Designers
- Liason to the client as Project Manager
- Conducted User Interviews
- Built Information Architecture

#### **COPYWRITER & MARKETER** – Freelance *Aug 2016 - Jan 2018* **Elizabeth Mott LLC, Remote**

- Designed and launched new product campaign leading to 30% conversion
- Created product descriptions and copy for email campaigns
- Managed email platforms including Mail Chimp and Constant Contact

### KEY SKILLS

Adobe CC  
Sketch  
Invision  
HTML  
CSS  
Copywriting  
Info Architecture  
Interaction Design  
Research  
Data & Analytics  
Survey Design  
Project Mgmt  
Prototyping  
Strategy  
Storytelling  
User Experience  
User Testing  
Wireframing

## **LEARNING & DEVELOPMENT SPECIALIST II** *Jun 2016 – Nov 2017*

### **Gilead Sciences, Foster City, CA**

- Designed and launched trainer toolkit website. Collaborated with developer on requirements
- Project Lead for Trainer Experience Focus Group, collaboration resulted in multiple resources
- Content design and development including e-Learning, job aids, and work instructions
- Created reporting structure for training team including dashboards and master training report

## **TRAINING SPECIALIST** *Jan 2015 – May 2016*

### **AmerisourceBergen, San Bruno, CA**

- Content design and development including creating demos, courses and job aids
- Facilitator for foundational leadership training and new hire orientation
- Serve as mentor and subject matter expert to members of Learning & Development
- Point of contact for Learning Management System with an audience of 3000 associates
- Resolved issues regarding access, reporting, and troubleshooting

## **RESEARCH INTERN** *Apr 2006 – Jun 2006*

### **UC Davis Center for Child & Family Studies, Davis, CA**

- Analyzed and created data using MS Access and Excel
- Actively recruited subjects through research and marketing
- Researched and screened appropriate testing materials

## **EDUCATION**

BA, Psychology & Communications • University of California, Davis • *Jun 2006*

Product Management • General Assembly • *Aug 2015*

Front End Web Development • General Assembly • *Dec 2016*

User Experience Design Immersive • General Assembly • *Feb 2018*