MARIANA SILVERMAN

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650.240.6771

EDUCATION

California Polytechnic State University, San Luis Obispo
B.F.A. **Graphic Design**, Minors: **International Relations, Spanish**
Graduated Class of 2020. **5x Deans List Recipient**

EXPERIENCE

Senior UX Designer • 1.5 years

AMEX GBT— Egencia

Designing end to end experiences for iOS, Android, and Trips UX on web. Sole designer on iOS, Android. Responsible for complete redesign of app store presence and redesign of Trips across all platforms. Contributes to design system and oversees all UX decisions on native apps.

UX/UI Designer • 1 year

Miles – Rewards for All Travel

Designing end to end experiences for iOS, Android, and web on the UX/UI Design Team at Miles. Sole designer on products such as Web Partner Page, Auto OEM's page, Home Tier Membership Benefits dropdown, Home Tier Upgrade experience, and more (55.9% growth in user base).

UX Researcher • 3 months

Apple, Technology Development Group

Managing the intake and high level operations of multiple data collections, user enrollments, and large scale data efforts. Design quantitative and qualitative user studies to evaluate the usability and efficacy of user experiences in AR/VR; coordinating and executing all phases of user studies, including developing study plans and protocols, data collection trackers, and moderating sessions

Founding Designer • 1 year

Bloom by Harvestly.co

Research, strategize, build, and design all client and customer flows, experiences, and UI across mobile/web applications. Collaborated with stakeholders and team to improve flows, interfaces, and experiences for over 150 local businesses and thousands of products. Conducted customer usability sessions with local businesses/smaller companies to evaluate product suitability.

Product Design Fellow • Summer Internship

APPLIED, 2020

Shipped an industry-grade product feature for Instagram that hyper-focused on problem definition, user research, synthesis, ideation and presentation. Executed a fully functional prototype bolstering civic engagement on social media after designing end to end experience with input from mentors at Facebook, Gusto, Postmates, etc.

AWARDS

Cal Poly Achievement Award, PolyHacks MarkLogic AI Award, Marshall Memorial Award

SOFTWARE • SKILLS

Figma, Adobe CS (Photoshop, Illustrator, InDesign, After Effects, etc.), Sketch, Principle, Microsoft Suite, Prototyping, Wireframing, UX Research, UI Design, Product Writing, Content Development & Strategy, Marketing Media, Heuristic Evaluation, Usability Study moderation, Content Strategy