

Manuel J. Garcia

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PROJECT EXPERIENCE

UMSI Development and Alumni Relations Office | UX Consulting

Aug 2022 – Dec 2022

UX Researcher

- Worked with other UX students to research, identify, improve, and streamline the University of Michigan's alumni/corporation donation workflow.
- Created storyboards and personas and incorporated them into design decisions as well as conducted usability evaluation tests with users to troubleshoot UX problems and improve the users end experience.
- Used various research methods and in-person interviews to create and develop a comprehensive consulting report to implement departmental changes leading to an increase of efficiency by over 20%.

WORK EXPERIENCE

Fauxcades | Dallas, TX

Oct 2021 – Aug 2022

Graphic Designer / Web Designer

- Developed and designed a full overhaul for the company's webpage presence leading to substantial increase of user engagement by over 40%.
- Developed creative solutions to design projects based on meetings with clients to bring their vision to life for corporate events.
- Worked with clients and event coordinators to create professional designs through multiple mediums including illustration, print design, web design, and social media projects.

Glia Health | Dallas, TX

June 2021 – April 2022

UX Design Internship

- Created, refined, and tested prototypes for onboarding, home, and various other pages in collaboration with other designers and shareholder input in multiple agile sprints.
- In 4 months conducted user research studies, designed wireframes, prototypes, and other UI elements.

Urban Hydration | Frisco, TX

April 2019 - June 2021

Lead Graphic Designer

- Successfully translated production information into concrete design for marketing material, including newsletters, advertisements, brochures, promotional material and website.
- Worked in conjunction with retailers such as Ulta, CVS, and Target to launch and design new product lines from product packaging to in-store display materials.

SKILLS

Prototyping

Wireframing

User Flows

Usability Evaluation

Team Management

Communication

Problem-solving

Critical Thinking

Adobe Suite

Figma/Sketch/XD

HTML/CSS

Decision-making

EDUCATION

University of Michigan | Ann Arbor, MI

Master of Information Science with a focus in UX Research & Design

University of Texas at Arlington | Arlington, TX

Bachelor of Fine Arts in Graphic Design