

Catalina Palm

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PROFESSIONAL SUMMARY

Collaborative and creative UX designer with an interest in dissecting existing platforms to enhance functionality and align with the business's goals. Proficient in crafting initiative user experience by leveraging storyboards, process flows, and sitemaps. Adept at translating design ideas into tangible representations for internal stakeholders, while adhering to establish design guidelines and standards. Continuously redefining designs through user feedback and staying up to date on the latest design trends. Possesses a strong grasp of user-centric and responsive design principles, coupled with Adobe Creative Cloud, Figma, and HTML.

EDUCATION

University of Wisconsin-Madison

Cybersecurity Certificate

Developed cybersecurity defense skills using real-world scenarios in simulators

Coursework: Kali Linux, Penetration Testing, Microsoft Security, Python

Madison, WI

October, 2023 – July, 2023

Michigan Technological University

Bachelor's of Marketing

Developed experience in digital marketing, consumer behavior analysis, and strategic marketing planning

Houghton, MI

September, 2015 – December, 2018

CERTIFICATION & SKILLS PROFILE

Certifications: UX Design Google – Coursera (completed April 2023)

Software's Used: Figma, Sketch, Adobe Creative Cloud, WordPress

Certifications: Project Management – Coursera (completed May, 2023)

Software's Used: Asana, Microsoft Excel

Certifications: CompTIA Security + (expected July 2024)

Operating Systems: Linux, Windows

Programming Languages: Linux, Python, HTML

PROFESSIONAL PROJECTS

Design a User Experience App for Social Good | Coursera

February, 2023 – April, 2023

Figma Low & High-Fidelity Prototypes for Mobile & Web | Learned how to design and create wireframes

- Acquired foundational design skills by creating wireframes and prototypes with Figma and Adobe XD, informed by user research conducted on similar applications and insights gathered from Forums.
- Initiated UX design by empathizing with users, defining project goals, ideating on paper, and transferring concepts to Figma for finalization.

Integrating Your Infrastructure | UW-Madison

October, 2023 – July, 2024

Python Programming | *Learned how to execute variables and build environments*

- Acquired foundational Python skills through interactive coding platforms and practice exercises focusing on basic syntax, data types, and control structures.
- Progressed to learning advanced concepts such as utilizing print functions for formatting output, employing variable casting techniques for data manipulation, and error handling mechanisms.

PROFESSIONAL EXPERIENCE

Apple - Milwaukee, WI
Product Specialist

December, 2023 - Current

Performed user research and used empathy and active listening to understand each customer's product usage and needs, while simultaneously providing support for inquiries on products and explaining Apple Care+ following the APPLE steps of service.

- Utilized probing techniques to gather insights into users' behaviors and preferences, enabling personalized assistance and informed product recommendations tailored to their requirements.
- Collaborated with team members to uphold Apple's visual standards and optimize merchandising, applying principles of visual design and information architecture to enhance the user experience.
- Demonstrated ability to communicate complex technical information about Apple products to non-tech-savvy individuals, employing clear and accessible language to ensure understanding and usability.

Palm Training LLC - Milwaukee, WI
Founder

January, 2020 - April, 2023

Crafted and launched a fitness app on the App Store and Google Play Store, leveraging Figma and Adobe Creative Cloud for comprehensive UX/UI design. Designed a captivating sales funnel to ignite interest and engagement in my fitness training program. Managed concurrent projects efficiently, maintaining regular communication with clients.

- Enhanced user experience, functionality, and design of the fitness app through meticulous user research on competitor apps.
- Executed an email marketing strategy via MailChimp, enticing potential customers to subscribe with their email addresses to access a two-week program.
- Crafted compelling and visually striking call-to-action posts on TikTok and Instagram to drive engagement and prompt followers to join my fitness program.

Fresh Funnel Design - Milwaukee, WI
Founder

June, 2022 - November, 2023

Effectively managed multiple clients concurrently, delivering compelling website designs while prioritizing cybersecurity measures for enhanced protection. Gained deep insights by engaging in active listening for client requirements through meticulous user research and applied principles of information architecture, visual design, and interaction design to offer custom tailored solutions.

- Achieved a monthly client acquisition rate of over 20 for Palm Training LLC, by implementing strategic sales funnels.
- Developed dynamic opt-in pages to promote a free eBook on seven days of workouts, employing usability and accessibility principles to maximize engagement and collect email leads.
- Crafted visually appealing email campaigns incorporating UX design principles to engage customers who signed up for my free eBook, fostering a positive user journey and encouraging future sign-ups

Marketing Specialist - Dollar Bay, MI
Founder

September, 2017 - April, 2019

Led multifaced projects for NBA, NCAA, and local high schools, prioritizing user research, engaging in active listening during meetings with clients, and accessibility to deliver exceptional UX and market research solutions.

- Cultivated robust partnerships and streamlined communication with stakeholders to ensure alignment with project objectives.
- Fostered seamless collaboration with graphic design and marketing teams across the US.
- Met stringent deadlines consistently while delivering high-quality work, emphasizing efficiency and attention to detail in task completion.