

# MONETTE PUNZALAN

## UX DESIGNER

📍 Los Angeles, California

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🌐 <https://mtpstudio.com>

## OBJECTIVE STATEMENT

UX Designer looking for a full-time position to apply broad set of skills in making interactive products that go above and beyond the project brief so they are not only functional but are also pleasurable and innovative.

## EXPERIENCE

### UX Design Intern

Whip Media Group, Los Angeles, California

October 2021 - March 2022

- Ideated wireframes for gamification, referral, search/filter, and notes features. Presented designs at monthly meetings with stakeholders, developer, and UX team to iterate based on discussions.
- Assembled style guide for a website redesign based on wireframes made by the Lead UX Designer. Conducted an audit of the current version of the site to enable an easier implementation of new styles.
- Built tablet and mobile wireframes based on desktop designs to ensure smooth and responsive transitions.
- Designed animated graphics to illustrate onboarding concepts in an enjoyable way for gamification feature.
- Completed UX breakdowns of apps and websites and presented findings to Competitive Analysis team to discover opportunities to enhance TVTime app.

### Web & Graphic Designer

Freelance, Los Angeles, California

October 2008 - Present

- Designed, built, and maintained websites across industry sectors including healthcare organizations, businesses, and nonprofits. Developed web site maps, wireframes, mockups, and page templates to quickly establish functionality and feel of websites. Ensured that projects met client goals and user needs before the coding stage, saving clients from lengthy redesigns. Successful implementations increased brand awareness and sales.
- Developed graphics and layouts for a variety of print and digital products including logos, brochures, posters, magazines, and smartphone applications.

### Office Manager

Master Staffing, Glendale, California

October 2008 - Present

- Redesigned website using HTML, CSS, AJAX, and Google API. Increased search engine visibility and page visitors. At least 30% of visitors clicked through to application section of website to meet main goal of attracting new applicants.
- Redesigned database by reorganizing schema, writing SQL searches in VBA, Administration and making the user interface more intuitive and effective. These measures reduced the size of the database by 92% without any loss of information. Improved speed and searchability enabled employees to provide better customer service to healthcare staff and facilities.

## EDUCATION

### UX Design Certificate

Career Foundry

edX- 2019 - 2020

### Graphic Design Certificate

School of Museum of

Fine Arts

Boston, MA - 2006 - 2008

### Bachelor of Arts, Computer Science

Northwestern University

Evanston, IL - 1996 - 2000

## SKILLS

UX Design

User Research

User Personas

Wireframes

Usability Testing

UI Design

Branding

Styleguides

Adobe XD

Sketch

Figma

Graphic Design

Adobe Creative Suite

Web Languages

HTML

CSS

Database Management

SQL

Microsoft Access

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## Administrative Coordinator

Beth Israel Medical Center, Boston, Massachusetts

March 2003 - September 2008

- Developed a website for the Beth Israel Deaconess Medical Center's Endocrine Division that emphasized their ground-breaking research and served as a resource for the latest faculty and lab publications and awards. Conducted a needs assessment with 15 faculty and staff members and implemented functional changes based on their user experience.
- Organization of website information was so successful that the Beth Israel Deaconess Medical Center used the navigational hierarchy as the gold standard for other departments to follow.

## VOLUNTEER

### Director of Partnerships

UXPA Los Angeles

2021 - Present