



MONETTE PUNZALAN

UX/UI DESIGNER

Los Angeles, California

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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

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.
- Utilized SEO techniques involving meta title tags, description tags, and XML sitemaps to raise search engine rankings and number of site visitors.
- 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.

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.

EDUCATION

UX Design Certificate

Career Foundry

2019 - 2020

Graphic Design Certificate

School of Museum of

Fine Arts

2006 - 2008

Bachelor of Arts, Computer Science

Northwestern University

1996 - 2000

SKILLS

UX Design
User Research
User Personas
Wireframes
Usability Testing

UI Design
Interaction Design Principles
Branding
Styleguides

Graphic Design
Adobe Creative Suite

Web Languages
HTML
CSS
JavaScript

Database Management
SQL
Microsoft Access