



# CLARA PEREZ IRAZABAL

## UX DESIGNER

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## EDUCATION

### GENERAL ASSEMBLY

UX Design Immersive - Certificate  
Visual Design - Certificate

### SYRACUSE UNIVERSITY | 2018

School of Architecture  
Bachelor of Architecture  
Retail Management minor

## SKILLS

### PROFESSIONAL

Prototyping  
Problem-solving  
UX research  
User Interviews  
Usability Testing  
Card Sorting  
Personas  
Design Studio  
Wireframes

### TOOLS

Figma  
Adobe Suite  
Sketch  
Zeplin  
Miro  
Trello  
Keynote | Pages  
AutoCAD  
Rhino | V-ray

### PERSONAL

Bilingual - Spanish  
Photography  
Baking

## ABOUT

Architect and User Experience (UX) Designer, bringing a strong sense of space into the digital realm. Studying design from multiple perspectives has taught me to constantly focus on the final user and its intent. I am a fast-paced creative optimist who is looking, as a "digital architect", to channel visionary designs and experiences through a meaningful connection to people.

## EXPERIENCE

### UX INSTRUCTIONAL ASSISTANT | General Assembly July 2021 - Now

- Working and mentoring 14 students through their rigorous four-month career transition into UX Design, all 14 on track to graduate.
- Supporting 2 Instructional Leads during the online experience, including prepping lectures, evaluating student work, and providing relevant/constructive feedback.
- Secured 100% clients/companies to partner with GA for our students' final projects, a key component of their learning experience.

### FREELANCE GRAPHIC DESIGNER | YLIANA YEPEZ July 2020 - Now

- Deploying improved social media content. Working directly with Founder/CEO. Following has increased by 28%.
- Curated presentations for CEO increasing memorability and breakthrough.
- Key contributor in strategic discussion around different brand initiatives including brand extensions, designs and community engagement ideas.

### UX DESIGNER | Budget Collector Feb. 2021

- Created an on-boarding system and working hi-fidelity prototype to be included in their beta application.
- Conducted 11 user interviews, 12 usability tests and other UX research methods to understand & solve current needs, goals & pain-points of potential users.

### CREATIVE CONSULTANT | Combe Sept. 2019 - Mar. 2020

- Created digital assets for use in social media and digital commerce, including banners and email marketing campaigns for Just for Men and Vagisil.
- Supported Just for Men global re-branding initiative, including packaging, POS, digital collateral, and art/video proofing.

## CAREER PIVOT

In 2019 I saw the opportunity to pivot my career into the digital design world, where the discipline and skills I acquired through my architecture practice can be translated into digital "architectural" online experiences.

### ARCHITECTURAL DESIGNER | AZA Design Oct. 2018 - Sept. 2019

- Drafted architectural drawing sets for high-end retail/hospitality brands, including Chanel, Rag&Bone, Michael Kors, Equinox, and Soho House.
- Developed project presentations, including material sample boards, feasibility studies, and code analysis.
- Managed day-to-day communication with client and internal team from project inception to final design.

### CREATIVE INTERN | TracyLocke Summer 2017

- Designed advertising elements for Pfizer products including Advil, Nexium, Centrum and Emergen-C. Co-led three intern projects focused on branding, strategy, and design for JBL, Centrum and Heineken.