ELLIE KANDA

Sunnyvale, CA | kandaellie@gmail.com | 626-226-6984 | **Portfolio:** elliekanda.com

---

Work Experience:

Data Collection Technician   **Mar. 2024 - Nov. 2024**

Meta via Experis, Burlingame, CA

- Conducted user research studies to inform the design of Meta's avatar system and AR/VR hardware, identifying key user needs, pain points, and trends to drive product improvements.
- Performed regular Quality Assurance audits on user data, synthesizing insights and collaborating with cross-functional teams to optimize the user experience and support iterative design processes

Web Designer/Digital Engagement   **Oct. 2021 – Jun. 2023**

UC San Diego Health Sciences, San Diego, CA

- Redesigned UCSD School of Medicine's Admissions and EDI (Equity, Diversity, and Inclusion) website using HTML templates and elevated its hierarchy, consistency and accessibility to ensure effective communication and streamline the user experience for future applicants.

UX Design Instructional Assistant   **Mar. 2023 – Jun. 2023**

UC San Diego, San Diego, CA

- Provided individual and group mentoring, offering guidance and constructive feedback on students' design portfolios to enhance their skills and presentation

---

Project Experience: all projects on portfolio: elliekanda.com

Zayna: Maternal Social Media App (UX Researcher, UI/UX Designer)   **Sep 2023 – Oct. 2023**

- 6 day Solo UX Design Interview Challenge: I researched and designed a demo of a mobile social media app using Figma for pregnant mothers, within the constraint of 10 screens, from start to finish.
- Conducted Competitive Audit and created Persona and User Flow to design Lofi & Hifi prototypes and a style guide that best fit the target demographic

DoorDash Mobile App Extension Case Study (UX Researcher, UI/UX Designer)   **Jan 2023 – Mar. 2023**

- In a team of 3, designed a DoorDash Mobile App Extension that aimed to make DoorDash more accessible to people with dietary restrictions using Figma.
- Proposed target audience, conducted User Interviews and Usability Tests, created Personas, designed half of UX Flows and low fidelity and high fidelity prototypes to fit Doordash brand guidelines

---

Education:

University of California San Diego   **Sep. 2019 - Jun. 2023**

Bachelor of Science in Cognitive Science, Specialization in Design and Interaction (GPA: 3.8)

Skills:

- **UX Research & Design:** User Flows, Storyboarding, Journey Mapping, Wireflows, Personas, Workshop Facilitation, Wireframing, Storytelling, Interactive Prototyping, Graphic Design, Usability Testing, A/B Testing, Contextual Inquiry, Questionnaires, Competitive Analysis, User Interviews**,** Data Collection, Quality Assurance, Mobile Testing, Headset Testing
- **Tools:** Figma, Miro, Adobe Suite (Indesign, Illustrator, Photoshop), Wix, Google Sheets
- **Languages:** English (Native), Japanese (Fluent Speaking, Elementary Reading/Writing)
- **Communication:** Team management, Collaboration, Presentation, Interpersonal Skills, Event Planning