

# ELLIE KANDA

Sunnyvale, CA | kandaellie@gmail.com | 626-226-6984 | Portfolio: [elliekanda.com](https://elliekanda.com)

---

## Work Experience:

### Data Collection Technician (Contracted to Aug. 2nd)

Mar. 2024 - Present

Contract Worker @ Meta via Experis, Burlingame, CA

- Executes daily internal research studies to be used in the development of Meta's avatar and AR/VR hardware technologies.
- Composes weekly Quality Assurance audits summarizing identified trends and pain points within collected data to drive project success through feedback loops with cross-functional teams on campus.

### Web Designer/Digital Engagement

Oct. 2021 – Jun. 2023

UC San Diego Health Sciences, San Diego, CA

- Collaborated closely with UCSD School of Medicine's admissions office to redesign the institution's Admissions website
- Edited HTML templates and applied UX principles (hierarchy, consistency, accessibility etc.), ensuring effective communication of the institution's values and streamline experience for future applicants.

### UX Design Instructional Assistant

Mar. 2023 – Jun. 2023

UC San Diego, San Diego, CA

- Worked as an Instructional Assistant (IA) for COGS121: HCI Portfolio Design Studio to over 120 students
  - Provided individual and group mentoring, offering guidance and constructive feedback on students' design portfolios to enhance their skills and presentation
  - Collaborated with the instructor and other IAs to develop engaging course materials, ensuring alignment with industry practices and trends in HCI and design
- 

## Project Experience:

all projects on portfolio: [elliekanda.com](https://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 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, took responsibility for designing half of UX Flows and low fidelity (Lofi) and high fidelity (Hifi) 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)

---

## Leadership Experience:

### UCSD Nikkei Student Union President (2021/2022), Advisor (2022/2023)

May 2021 – Jun. 2023

---

## 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 Management, Quality Assurance, Mobile Testing, Headset Testing
- **Tools:** Figma, Miro, Adobe Suite (Indesign, Illustrator, Photoshop), Wix, Microsoft Suite
- **Languages:** English (Native), Japanese (Fluent Speaking, Elementary Reading/Writing)
- **Communication:** Team management, Collaboration, Presentation, Interpersonal Skills, Event Planning, Customer Service