

Karla Avalos

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EDUCATION

University of California, Irvine *B.S. Informatics, Minor in Digital Arts (2019 – 2023)*

EXPERIENCE

Graphic Designer – *Lil 'O' Blossom, Inc | Newport Beach, CA (DEC 2023 – Present)*

- Maintain and update websites, ensuring content is current and optimized for a seamless user experience.
- Analyze trends in engagement, revenue, and user data to provide insights on how to refine marketing strategies and improve overall campaign performance.
- Used Adobe Suite and Canva to create, edit, and design social media posts, website images, email blasts, and product label/cartons

Graphic Designer – *Boba Junkie | Santa Ana, CA (MAY 2024 – JUN 2024)*

- Redesigned menu for both print and web versions, enhancing the visual appeal and readability while adhering to the brand's guidelines.
- Collaborated with the business owner through regular feedback sessions to ensure the design aligned with the desired vision and brand identity.
- Utilized Figma and Illustrator to create high-quality designs, ensuring consistency across print and digital platforms.
- Delivered designs on time by effectively managing workflow, meeting deadlines, and incorporating client feedback into revisions.

Technical Advisor – *Girls Who Code | Remote (JUN –AUG, 2021-2024)*

- Graded projects and explained concepts in **Web Development, Data Science & AI**, and **Cybersecurity**
- Debugged JavaScript, HTML/CSS, and Python code during workshops and office hours
- Emphasized problem-solving, clean code practices, and UI/UX fundamentals

Research Assistant – *Design & Partnership Lab | Irvine, CA (SEP 2022 – SEP 2023)*

- Developed web-based tools for the Tustin School District using **ReactJS**, **Tailwind**, and **DaisyUI**
- Translated user research into accessible and responsive interfaces using **Figma**
- Collaborated with educators and researchers to ensure human-centered design and functionality

Marketing Assistant – *Division of Career Pathways | Irvine, CA (JAN 2023 – JUN 2023)*

- Designed and managed social media content using **Canva** and **Adobe Illustrator**, creating visually engaging posts that increased audience engagement and brand visibility.
- Re-designed the company website, improving user experience and functionality to align with branding goals and optimize performance.

UI Engineering Intern – *Gameln | Irvine, CA (SEP 2022 – MAR 2023)*

- Built and styled interactive web pages in **ReactJS**, integrating backend services hosted on **Amazon AWS**
- Collaborated with designers to implement user interfaces that enhanced user engagement
- Participated in the full product lifecycle—from wireframes to working front-end features

SKILLS

Coding	JavaScript, HTML, CSS, ReactJS, Java, Python, Bash, Tailwind, DaisyUI, Bootstrap, Git
Concepts	User Research, Accessibility, Prototyping, Wireframing
eCommerce	Shopify, Wix, Wordpress, MailChimp, Klaviyo, SEO
Tools	Figma, Canva, Adobe, Illustrator, Photoshop, After Effects, Premier Pro