Karla Avalos

karlasavalos01@gmail.com   kavalos.me

Experience

Associate Designer – *Lil 'O' Blossom*
DEC 2023 – PRESENT
- Manage and design social media graphics using Adobe Illustrator, Canva, and Photoshop, creating visually impactful content that align with brand identity.
- Maintain and update website, 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.

Graphic Designer – *Boba Junkie*
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.

Research Assistant – *Design & Partnership Lab*
SEP 2022 – SEP 2023
- Conducted extensive user research to identify target audience needs and wants, in order to create an impactful user experience.
- Collaborated with the design team to translate user insights into actionable design strategies, ensuring the final product aligned with user expectations and their needs.
- Analyzed user data and session feedback to inform design decisions, optimize usability, and enhance overall satisfaction with the product.

Marketing Assistant – *UCI Division of Career Pathways*
JAN 2023 – JUN 2023
- Designed and managed social media content using Canva, 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.

Skills

Design Tools
Figma, Adobe Illustrator,, Adobe After Effects, Adobe Premiere Pro, Adobe Photoshop, Canva

Design Skills
User Research, Human-Centered Design, User Interface Design, Prototyping, Wireframing

Technical Tools
HTML, CSS, JavaScript, ReactJS, Java, Tailwind, DaisyUI, Bootstrap, Wordpress, Shopify, Mailchimp, Klaviyo

Education

2019 – 2023

University of California, Irvine
B.S in Informatics
Minor in Digital Art