

Angelita Cecilia

UI/UX & Product Designer

PROFILE

I'm a UI/UX designer based in Seattle, with a background in **graphic design, digital marketing, and business administration**. I am an eager learner, always looking for new insights to create impactful, user-centered designs.

EXPERIENCE

UX Designer & Web Assistant- [UW Seattle Libraries](#)

Seattle, WA (Full Time) | June 2025 - PRESENT

- Currently **designing and launching high-fidelity prototypes** in Figma for the UW Libraries Student Guide, leading to a projected **34% increase in new student engagement**.
- Actively **conducting user research and usability testing** (46+ sessions) to refine features like the Resource Recommender, with a focus on **accessibility and user-centered design**.
- In the midst of **redesigning and migrating over 150 webpages** from Plone to WordPress to enhance **information architecture, accessibility (WCAG 2.1)**, and cross-platform consistency.

Digital Experience Design & Brand Strategies - [Fast Supplements](#)

Bothell, WA | Apr 2025 - Nov 2025

- **Built and redesigned** the company website using **Figma** with **WCAG accessibility standards**, increasing **session duration by 45%** and reducing **bounce rate by 30%** while enhancing overall **user experience**.
- Led a full **brand identity revamp**, including logo, color palette, mood board, and product listing UX, while implementing **SEO strategies** and **analytics tools (Google Analytics, Hotjar)** to drive a **60% increase in organic traffic**.
- Launched and managed **social media and email campaigns mailchimp**, growing the platform from zero to **500+ followers in two weeks**, and increased **click-through rate by 20%** through data-driven content strategies.

Graphic Designer- [Latino Health Center at UW Medicine](#)

Seattle, WA | Apr 2025 - Sept 2025

- **Led the design and development of branded materials** including t-shirts, flyers, booklets, and **3D graphics for major health campaigns**, enhancing outreach and community engagement.
- **Managed social media content and visual strategy**, creating culturally resonant posts and documents that support the center's mission in **public health education and Latino community advocacy**.

UI/UX Designer & Product Development Intern - [Teledental Service, Inc](#)

Santa Ana, CA | Mar 2025 - May 2025

- **Redesigned AI-driven dental platforms** (Teledental.com & DentalChat.com) with **WCAG-compliant UX/UI**, increasing accessibility scores by **90%** and improving **user satisfaction by 45%** through Figma-based wireframes and prototypes.
- Conducted **user research and usability testing**, identifying key design improvements that reduced **task completion time by 35%** and directly enhanced the **virtual consultation experience**.
- Collaborate cross-functionally with product and development teams, assisting with **feature testing** and ensuring **efficient design implementation**, reducing dev handoff time by **25%**.

Seattle, WA, USA

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[Portfolio](#)

[LinkedIn](#)

EDUCATION

University of Washington, Seattle—Master In Digital Communication and Media- **Specialize UI/UX & Branding**

Sept 2025 - Mar 2026

Relevant Course: UIUX Studio, UX Research and User Strategies, User Centered Design, User Interface and Visual Design, SEO, Content marketing, Advance in UIUX , Designing Information Experiences, Content Design for Conversational AI.

University of Washington, Seattle—Bachelor Degree in Communication and Minor in Business Administration

Sept 2021 - Mar 2023

Relevant Course: SQL, Intro to Java, Web Design, Public Speaking, Psychology of Human Design, Marketing Strategies and Brand Management, Communication in Emergent Technology.

SKILLS

UI/UX: Figma, Adobe XD, Wireframes, Mock ups, User testing, A/B Testing, Tree Testing, Design System, Interaction Design, Prototyping.

Technical: HTML, CSS, JavaScript, Cursor.

3D Modeling: Blender.

Web Design: Wordpress, Framer, Square Space, Webflow, shopify.

Graphic Illustrator: Canva, Adobe Photoshop, ProCreate, Adobe Creative Suite, Adobe Illustrator.

SEO: Google Analytic, Hotjar, Semrush.

Business Analytic/ SEO: Google Analytic, Tableau, Power BI, Hotjar, Semrush,

Video Editing: Imovie, Capcut, Premiere Pro, DaVinci.

Languages: Bahasa Indonesia (Native), English (Fluent), Mandarin (Fluent), Japanese (Intermediate).