

Barbara Haggerty

PRODUCT DESIGNER

CONTACT

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PORTFOLIO

barbarahaggerty.com

EDUCATION

University of California, Santa Cruz

B.S. Computer Science: Computer
Game Design

July 2016 - June 2019

Professional Certification for User Experience Design

Coursera

February 2022 - August 2022

SKILLS

User Experience & Interface Design
Responsive & Accessible Design
Visual Design
Design Systems
User Research
Usability Testing
Wireframing
Interactive Prototyping
Sketching/Storyboarding
Storytelling/Presenting
Written & Verbal Communication
Proofreading/Editing
Video Editing

TOOLBOX

Figma
Adobe XD
Jira
Notion
Slack
Github
Illustrator
Photoshop
Google Workspace
Microsoft Office Suite
Portuguese
Spanish

EXPERIENCE

Lead Designer

Endeverus October 2023 - Present

Developed cross-platform designs, employing iterative prototyping and testing to refine user experiences that achieved a 50% increase in user engagement. Collaborated closely with product, engineering, & marketing teams throughout the design process, actively incorporating feedback to ensure alignment. Managed multiple concurrent projects, prioritizing tasks, and documenting design decisions to facilitate efficient team collaboration.

UX/UI Designer

Grow With Google February 2022 - August 2022

Led user research initiatives and developed interactive prototypes for responsive websites and apps. Moderated and analyzed interviews to define user personas, construct empathy maps, and map user journeys. Translated these insights into iterative lo-fi and hi-fi prototypes, addressing user needs, pain points, and accessibility considerations.

eCommerce Seller

Mercari May 2020 - Present

Provided exceptional customer support by effectively communicating with customers, resolving inquiries related to orders, shipping, and logistics, earning a five star rating. Developed and implemented marketing strategies to drive product awareness and increase sales, focusing on clear and compelling messaging to attract and retain customers.

Professor Assistant/Reader

UC Santa Cruz Career Center October 2018 - June 2019

Maintained performance data records, ensuring accurate reporting while providing clear, constructive, and timely feedback on student work.

Peer Notetaker

UC Santa Cruz Disability Resource Center July 2018 - June 2019

Adhered to strict style guidelines while creating accessible notes tailored to diverse learning styles, ensuring high-quality information for all students.

ON-CAMPUS

Producer

Rise the Game September 2018 - June 2019

Received an honorable mention for the 2019 Capstone Production Award by demonstrating excellence in production, team-building, and creative collaboration by leading a team of engineers, artists, and sound designers in developing an inclusive, cooperative 3D game.

Creative Director

Slugworks Animation Club September 2016 - March 2019

Spearheaded creative team meetings, fostering a collaborative environment where diverse perspectives inspired 2D/3D animation projects.