

Paulina Goldstein

PRODUCT DESIGNER

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Experience

PRODUCT DESIGNER

Choozle | Remote | June 2022 - June 2024

- Redesigned legacy advertising software application interface to meet user, business, and technical requirements
- Updated design system with WCAG-compliant interface components based on Material UI
- Led large-scale design projects and designed experiences to solve user and business pain points
- Conducted user research to inform design decisions
- Created low and high-fidelity mockups and organized files to hand off to engineering team using Figma and Zeplin
- Collaborated cross-functionally with engineers and product managers on projects in Jira
- Partnered with QA and engineering to test tickets prior to releases
- Presented designs in cross-functional team meetings to align stakeholders

PRODUCT DESIGNER

Consultant | Remote | Jan 2022 - June 2022

- Designed responsive and accessible websites using Figma
- Created web and mobile human-centered design solutions
- Created wireframes, user flows, information architecture, mockups, and low and high-fidelity prototypes

VISUAL DESIGNER

Edlio | Remote | March 2020 - August 2021

- Designed responsive and accessible websites using Adobe XD to meet web content accessibility guidelines (WCAG)
- Created high-fidelity mockups and organized files to handoff to web development team
- Presented high-fidelity web and mobile prototypes to project managers using Adobe XD and InVision
- Worked cross-functionally with web developers and project managers on projects in Jira
- Conducted UX research to redesign internal company web feature portfolio
- Presented designs to designers, project managers, and web developers during weekly remote team meeting
- Iterated designs based on feedback from collaborating with design team

VISUAL DESIGNER AND ARTIST

paulina studio | Austin, TX | September 2016 - present

- Design and create consumer print and digital products from original illustrations, drawings, and photographic artwork
- Write and create product listings on multiple sales platforms for over 100 SKUs
- Write and schedule email marketing campaigns using ActiveCampaign
- Receive and process ecommerce orders using Shopify, Etsy, and Amazon

Education

GOOGLE, UX DESIGN CERTIFICATE

Remote | May 2022

- Created user-centered design solutions involving UX research, user flows, visual design, and low and high-fidelity prototyping

UNIVERSITY OF SOUTHERN CALIFORNIA, BACHELOR OF ARTS

Dual major Bachelor of Arts in Social Sciences with an Emphasis in Psychology, and International Relations
Los Angeles, CA | May 2012

- Dual major Bachelor of Arts earned in 3 years
- USC Study Abroad Experience in Madrid, Spain studying international relations and Spanish

Skills

Figma	UX Design	Affinity Mapping	Illustrator
Adobe XD	UI Design	Information Architecture	Lightroom
Photoshop	Visual Design	Competitive Analysis	Photo Mechanic
InVision	Wireframing	Print Design	Final Cut Pro
Jira	Prototyping	Photography	Video Editing
Zeplin	Usability Testing	Photo Editing	Google Workspace