Barbara Haggerty

PRODUCT DESIGNER

CONTACT

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PORTFOLIO

barbarahaggerty.com

SKILLS

Experience & Interface Design
Responsive & Accessible Design
Design Systems
User Research
Usability Testing
Wireframing
Interactive Prototyping
Sketching/Storyboarding
Storytelling/Presenting
Communication
Branding

TOOLBOX

Figma
Adobe XD
Adobe Illustrator
Adobe Photoshop
Visual Studio Code
VN Editor
Notion
Jira
Slack
Portuguese
Spanish

EDUCATION

University of California, Santa Cruz
B.S. Computer Science: Computer Game Design
July 2016 - June 2019

Professional Certification for User Experience Design
Grow with Google
Feb 2022 - August 2022

PROJECTS

Lead Designer
Endeverus October 2023 - Present
Leading the redesign of a cross-platform social media website, iterating on user-centered features in mockups and hi-fi prototypes to deliver an intuitive and refined user experience. Leveraged user research to inform product strategy and boosted design consistency across the team by 60%.

UX/UI Designer
Solano County Friends of Animals July 2022 - August 2022
Designed an iOS app to enhance foster participation. Conducted interviews to understand foster needs, and translated those insights into intuitive high-fidelity prototypes. Redesigned the SCFOA website, ensuring brand cohesion and a seamless user experience across all products.

User Interface Designer
Card Customization Website April 2022 - June 2022
Designed a responsive website with an efficient flow for ordering and customizing playing cards, catering to all creative skill levels. Moderated and analyzed interviews to create personas, empathy maps, problem statements, user flows, paper wireframes, and lo-fi and hi-fi prototypes.

UX Designer and Researcher
Movie Ticket App February 2022 - April 2022
Designed a mobile app that empowers moviegoers to find optimal ticket deals. Conducted competitive analysis and user interviews to create user personas and a user journey map. Emphasized user needs and pain points through wireframing, prototyping, and accessibility considerations.

UI Designer and Researcher
Class Registration Site January 2019 - March 2019
Redesigned the UCSC student portal to simplify the class registration process by 35% by gathering insights on students' attitudes and behaviors.

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.