



## Education

Springboard UX Design  
Certification  
Mar 2020 - Mar 2021

A comprehensive full-time  
UX Design certifications course.

California College of the Arts  
Illustration, BFA (distinction)  
2010 - 2015

## Tools + Skills

### Design Tools

Adobe Creative Suite  
Figma  
Sketch  
Invision  
Miro  
Mural  
Marketing Tools  
Google Analytics  
Hootesuite  
Later  
MailChimp  
Wix  
Wordpress

### Skills

UX Design  
User Research  
Visual Design  
Content Writing  
Illustration

### Still Learning

Accessibility for Design  
Design Systems  
Mobile App Design

[www.linkedin.com/in/poojade](https://www.linkedin.com/in/poojade)  
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## Experience

**Terraformation Inc.**  
Visual Designer  
Apr 2021 - Apr 2022

### Product Design:

- **The Seed Collector App** - an app that allows seed collectors in the field to document seeds that they collect to store in nurseries.
- **Seed Bank Sensor Kit Display and Dashboard** - a feature that allowed seed bank managers to monitor the status of their seed banks and the out-planting viability of the seeds being stored inside.

### MarComs:

I created a variety of marketing collateral for the MarComs team. The largest effort was creating the **illustrations and visual designs** for Terraformation's crowdfunding campaign on the Republic platform.

This campaign raised over \$5M in funding from \$3k+ investors.

**Spouse-ly**  
UX Designer/UX Researcher  
Mar 2021

In collaboration with the CEO of Spouse-ly and team of other designers, I conducted user surveys and user interviews to gather insight about vendor journeys. We also identified key user journeys and I lead the design of the vendor dashboard, profile manager, store manager, and knowledgebase experiences.

**Honey Beauty**  
Springboard Capstone Project  
Mar - Apr 2020

I designed an inclusive e-commerce website for beauty products, catered to people of color. I was responsible for defining Honey Beauty's visual identity, developing the key user journeys, such as account experience (new/returning users), product search personalization, product detail page, and checkout.

**Savr Mobile App**  
Springboard Design Sprint  
Mar 2020 - Mar 2021

I participated in a design sprint, following the Google Ventures Design Sprint method, to create a mobile app for recipes, that makes it easy and painless for the user to find recipes, follow directions and make meals.

**SAP Ariba**  
Visual Design Intern  
June - Dec 2016

I supported various projects on the UX team, by working closely with Principal Designers, Content Writers and Design Strategists. Some of these responsibilities included designing a mobile app icons for Ariba's supplier and requisition services, working on production design support for different projects, and identifying/prepping stock images for mobile applications.