

# Sissy Arenas

562-507-5640 | [sissyarenas.com](https://sissyarenas.com) | [sissyrns1@gmail.com](mailto:sissyrns1@gmail.com) | [Linkedln](#)

A product designer with 4 years of experience designing end-to-end platforms, bridging sports, community, and storytelling.

**Tools:** Figma, Webflow, CSS/HTML/Java, VO, Loveable, Midjourney, Adobe Creative Suite, Jira, Miro, Qualtrics, FigJam

**Skills:** Information Architecture, Discovery & Research, Lo-fi to Hi-fi Prototypes, User Flows, Usability Testing, User Interviews, Visual Design, Journey Mapping, Agile, Motion Design, WCAG, Design System, A/B Testing, Task Analysis, Heuristic Evaluation, Problem Framing, Interaction Design

## WORK EXPERIENCE

**United Soccer League** • Digital Services Intern September 2024 – May 2025

- Directed consulting for the redesign of the USL Home page to increase visibility of league teams & increase sales of tickets.

**NBCUniversal SportsEngine** • UX/UI Design Intern September 2023 – August 2024

- Reduced clicks** and support tickets **by 33%** by improving Teams navigation, visual hierarchy, and applying heuristics.
- Projected to reduce churn by consolidating **3** key features in Teams, helping **35+ million** parents access key tasks efficiently.
- Decreased clicks **from 4 to 1-2**, simplifying multi-level admin settings in SM by leading an OOUX workshop & applying heuristics.
- Expanded **design system** by standardizing destructive action dialogs, ensuring **consistency across 4+ dialog use cases**.
- Improved trust & reduced potential user errors by applying recognition-over-recall heuristics & action-forward language.

## LEADERSHIP AND INVOLVEMENT

**HackSC** • Product Design Lead and UX/UI Designer August 2022 – January 2024

- Spearheaded 0-1 design** for Hibiscus, a multi-platform portal that powered our hackathon event, by **leading 7 designers**.
- Scaled & streamlined the event for **400+ participants** and **4** different user groups by integrating **4** new Hibiscus pages.
- Increased efficiency for tracking hacker attendance & points, locating minievents, and supporting sponsor recruitment by **80%**.
- Created a **3-pod** system to collaborate with engineers and PMs; presented progress demos to the club bi-weekly.
- Developed **2 design systems**, producing **50+ reusable** UI components to ensure consistency and scalability across Hibiscus.

**Annenberg Media** • Audience Engagement Researcher Jan 2023 – May 2023

- Conducted desk & field research, interviewed **20+ news stakeholders** & analyzed social media data to identify pain points, audience engagement trends, and propose solutions to increase engagement with USC students.
- Presented** semester-long research findings to ATVN exec board; created focus group moderator guide to pilot future research.

Multimedia Journalist August 2022 – May 2023

- Reported & produced **20+ multimedia stories** using Adobe Premiere Pro and storytelling techniques; conducted research & interviews, and applied journalistic standards under **tight deadlines**.

**Wander** • USC Course Product Designer Jan 2023 – May 2023

- Led end-to-end design of a hidden-gem discovery app using Lean UX; directed **90%** of visual design & component prototyping.
- Facilitated **30+** user interviews and iterative usability testing; synthesized user research to wireframes and hi-fi prototypes.
- Incorporated insights to shift core features and refine the experience toward more intuitive, spontaneous discovery for travelers.

## EDUCATION

**University of Southern California** Los Angeles, CA

Bachelor of Arts Journalism 2025 GPA: 3.96

**Relevant Coursework:** Design for User Experience, Intro to Web Dev, Advancing Journalism with Human-Centered Design

**Honors & Awards:** Hispanic Scholarship Fund Scholar, Elks Scholar, USC Dean's Scholarship Recipient, USC Dean's List