

Miguel Angelo Hugo

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EDUCATION

University of California Irvine

Bachelor of Science, Informatics (Human-Computer Interaction)
Bachelor of Arts, Political Science

Irvine, CA

Jun 2022

- 3.82 GPA | Honors: Dean's Honor List, Outstanding Contribution to Research by ICS Undergraduate, Phi Beta Kappa

WORK EXPERIENCE

Miguel Hugo Designs

Freelance Web Designer

San Mateo, CA

Dec. 2023 - Present

- Providing web design/development and UX audit services for individual and local business clients
- Running a freelance web designer business, building/designing website interfaces and feature implementations for clients

EnCiv

UX Designer (CivilPursuit)

Irvine, CA

Jun. 2023 - Present

- Revamping entire website by overhauling current content and modularizing site layout
- Strengthening site brand by creating eye-catching visuals and upcycling components to create a refurbished design system

Code for San Francisco

Lead UX Designer (Project Compass)

San Francisco, CA

Oct. 2022 - Present

- Pioneered brand recognition among target audience by 30% by developing a comprehensive brand identity system, including logo and typography
- Reduced development time by 20% by co-leading the development of a user-friendly design system with consistent typography, spacing/layout, color palette, and various UI components
- Increased positive feedback from focus groups by 35% through synthesizing user interview data and developed personas for our special education platform

EVOKE & Values in Design Lab

Web Designer

Irvine, CA

Jan. 2021 - Jul. 2022

- Updated and modernized our website to better align with our lab's research goals by implementing a comprehensive rebranding of the EVOKE lab, including redesigning the logo, selecting typography and color schemes
- Improved organic traffic by over 500% through consistent management of WordPress admin responsibilities and utilization of analytics to optimize website structure and layout
- Ensured all content was properly categorized within the site's CMS by collaborating with colleagues to write original web copy for the website and highlighting research projects and publications

Hack for LA

UX Designer (Access the Data)

Los Angeles, CA

Aug. 2021 - Jan. 2022

- Boosted user engagement with the Access the Data site by 20% by conducting extensive user research and synthesized findings to inform UX design decisions
- Enhanced project visibility by 30% through collaborating with cross-functional teams to develop a comprehensive style guide, including typography, color palette, and logo design, that adhered to brand guidelines
- Reduced drop-off rates by an estimated 15% by facilitating design thinking workshops for project stakeholders to identify key pain points in data literacy education and propose viable solutions

PROJECT EXPERIENCE

RoCo Spirits

Web Developer (Sub-contractor)

Remote

May 2023 - Present

- Optimized the "Allocation Nation" membership program by integrating a new point system through WordPress plugins, resulting in a remarkable 20% increase in revenue from member upgrades.
- Created a more user-friendly interface and raised engagement metrics by 15% through revamping key frontend elements of the site using PHP and CSS

SKILLS

Technical: Figma, Adobe CC, WordPress, HTML, CSS, Javascript, PHP, Python, Java, Google Workspace, Microsoft Office, Agile, UX Design, UI Design, Prototyping, Wireframing, Web Design, Responsive Design, Branding

Soft: Communicative, Inclusive, Flexible, Independent, Multitasking, Leader