

# Czarina Argana

UI/UX DESIGNER – EMPATHY. COMMUNICATION. IMPACT.

Website: <https://czarina.webflow.io/>

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## EXPERIENCE

### UX/Graphic Designer- Data Science Alliance, San Diego

JUNE 2022 – MARCH 2024

- Spearheaded the UI/UX Design for a Food Distribution Dashboard that includes **intuitive visualizations of historical and predictive data aimed at optimizing aid operations for 300,000 individuals** facing food insecurity across San Diego.
- Built the organization's website from start to finish on Webflow and **increased website traffic by 86.74% using B2B tools** such as Google Analytics, Hubspot, Hotjar, and Mailchimp.
- Established the company's **brand identity adhering to WCAG 2.0 Accessibility Standards**, achieving contrast scales ranging from **4.64:1 to 9.97:1**. This system was implemented across social media platforms, digital and print mediums, events, and resources.
- **Visually directed the Framework for Responsible Data Science, 2 white papers, 16 articles, and 7 newsletters.** This effort aimed to promote responsible data practices across STEM, healthcare, technology, and academia. Complex information was simplified by utilizing infographics, data visualizations, and illustrations.

### UI/UX Intern- WebXd, San Diego

APRIL 2022 – JUNE 2022

- **Dedicated 120 hours over 8 weeks** working alongside the CEO to understand clientele management, industry-standard tools, and design methodologies.
- **Crafted marketing materials featuring infographics and data visualizations** tailored to 5 distinct client sectors: healthcare, bioscience, academic institutions, and service industries.
- **Prototyped 4 landing pages** for WebXd's website aligning with business goals of increasing website traffic, user engagement, and conversion rates.

## CONTACT

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## DESIGN SKILLS

User Experience (UX)  
User Interface (UI)  
Interaction Design  
Information Architecture  
Human-Computer Interaction  
Data Visualization  
Web/Mobile Design  
Wireframing  
Prototyping  
WCAG 2.0 Accessibility  
Critical Thinking  
Problem-Solving  
Visual Identity  
Ideation  
Strategic Marketing  
Technical Feasibility  
Project Management  
Cross Team Collaboration

## QUANTITATIVE RESEARCH

Usability Testing  
User Research  
User Behavior  
User Journey  
Competitor Analysis  
A/B Testing

## TOOLS

Figma  
Web Aim  
HTML/CSS  
Material UI Library  
Zeplin  
Axure  
Adobe Creative Cloud  
Google Analytics