

Timothy Passalacqua

Product Designer | UX/UI

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SUMMARY

With **5 years of experience** designing innovative, accessible, and user-centered solutions across **tech, healthcare, and social media**. I am driven by growth, collaboration, and crafting meaningful digital experiences.

WORK EXPERIENCE

UX/UI Design Intern, BilliMD

May 2025 - Jul 2025

- Designed a credentialing dashboard to streamline multi-payer enrollment and reduce workflow complexity
- Created high-fidelity Figma prototypes to clarify application status and **reduce anticipated rejections by 25%**.
- Created AI-driven expiry alerts and deadline-based notifications to reduce missed documentation, missed license expirations, and missed credentialing milestones that **improved application accuracy to over 95%**.

UX Designer, Japan Marketplace

Aug 2020 - Aug 2024

- Designed and updated website, marketing flyers, event schedules, and social media content that contributed to a **130% increase in average post engagement** and a **growth in audience reach to 1,400+ followers**.
- Created, redesigned, and distributed newsletters and employee handbooks to **over 1,000+ clients and staff**, ensuring clarity and responsiveness across platforms

Graphic Design Intern, Studio 413

Feb 2023 - Aug 2023

- Collaborated with the marketing team to create brand guidelines for Horizon Insurance, incorporating accessibility standards, color theory, typography, and interaction design principles
- Designed brochures and digital assets with HR, marketing, and business coordinator for **25,000+ students**.

LEADERSHIP

Design and Make Ambassador, Autodesk

Apr 2025 - Present

- Promoted design tools and engaged peers through talks, events, and competitions to foster community growth.

Design Lead, OSCAR, California State University, East bay

Jan 2025 - Present

- Designed flyers, social media, and a new logo to increase student engagement and strengthen program identity.
- Organized, conducted research, and visualized student demographic data/student satisfaction using Google Forms, Qualtrics, and Google Sheets to support funding proposals and administrative reporting.

Director of Events, Rising Designers Club

Jan 2025 - Present

- Redesigned the logo and supported event planning efforts to strengthen brand identity and community engagement.

EDUCATION

UC Berkeley School of Information

Aug 2025 - May 2026

Master's Extension Information Management and Systems

California State University, East Bay

Aug 2024 - Dec 2026

MA Interaction Design and Interactive Art, **GPA: 4.0**

SKILLS

Technical Skills: User Experience (UX), User Interface (UI), Wireframing, Prototyping, Usability Testing, User Research, A/B Testing, Design Systems, WCAG, Information Architecture, Responsive Design (Web, Mobile, Tablet)

Soft Skills: Storytelling, Collaboration, Innovative Thinking, Problem Solving, Empathy, Communication, Adaptability

Tools: Figma, Adobe CS (Ai, Ps, Id, Xd, Ar, Ae, Pr, Lr), Microsoft Office, Canva, Miro, Basic: HTML, CSS, Javascript

CERTIFICATIONS

Google UX Design Professional Certificate, Google

The Field Guide to Human-Centered Design, Canva

Humanities Responsible Conduct of Research Course 1, CITI program

Social and Behavioral Responsible Conduct of Research Course 1, CITI program