

# NOAH STRAUSE

📍 San Francisco (willing to relocate)

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## EDUCATION

**University of California, San Diego**

*June 2023 Graduation*

BS Cognitive Sciences, Spec. Design and Interaction

Relevant Courses: Interaction Design, HCI Portfolio Design Studio, Social Computing, Prototyping, Design Creativity/Productivity, Design at Large

## INTERNSHIP / WORK EXPERIENCE

**UX Design & Marketing Intern** · Champions Round

*May 2021 ~ May 2023*

- Increased the efficiency of the Content and Marketing teams by redesigning the asset organization system. Initiative consisted of interviewing users, developing requirements, and researching optimal organizational system.
- Spearheaded initiative to evaluate development of a fantasy eSports gamemode. Project entailed comprehensive user research, employing a range of methodologies including surveys, interviews, perceptual mapping, competitive analysis, and a final proposal.
- Produced designs, increasing brand awareness and improving customer engagement on social media. Designs adhered to Champions Round's branding style and visual identity.
- Collaborated in an Agile environment with the Design, Marketing, Content, and QA teams.

## UX DESIGN PROJECTS

**Friendly Feud** COGS 123, UCSD

*January 2023 ~ March 2023*

Lead UX Designer

- Designed an app that combined spontaneous daily trivia with social interaction to encourage fun competition between friends and family.
- Executed interviews and surveys, and analyzed the data.
- Produced sketches and wireframes, and led the design and creation of the lo-fi, mid-fi, hi-fi, and final clickable prototype.
- Created the style guide and led the visual direction.
- Pitched prototypes to the entire 120+ student class for usability testing.

**Tasty Redesign as Social Media** DSGN 100, UCSD

*March 2021 ~ June 2021*

UX Designer

- Implemented common social media features in the popular recipe app Tasty to increase social interaction among both professional and amateur cooks.
- Generated personas, storyboards, and a style guide, along with wireframes, lo-fi, hi-fi, and final clickable prototypes.
- Conducted two rounds of usability testing.

**Ableton Accessibility Redesign** DSGN 118, UCSD

*October 2021 ~ December 2021*

UX Designer

- Redesigned Ableton to create a better onboarding process for Novices.
- Conducted researcher testing and competitive analysis, and created sketches, wireframes, lo-fi, and hi-fi prototypes.

## SKILLS

UX Design: User-centered design, sketching, storyboarding, user research, wireframing, prototyping, usability testing

Tools: Figma, Notion, Adobe Photoshop, Jira, Trello

Programming: Java, Python (Pandas, NumPy), C++, HTML/CSS/Javascript, MySQL

Other: Graphic design, Japanese (fluent), ChatGPT