

M I R A N D A W H I T E

U X C r e a t i v e S t r a t e g i s t



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MirandaWhiteDesigns.com



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PROFESSIONAL VISION

Passionate about creative collaboration, challenging norms, and fostering diversity, equity, and inclusion in transformative community projects. Driven by research, data analysis, and empathy, I aspire to create meaningful change while cultivating personal and professional leadership.

SKILLS

LANGUAGES

HTML

CSS

Python

JavaScript

PROGRAMS

Unity

Canva

Figma

Notion

Blender

Webflow

Indesign

Illustrator

Photoshop

Miro / Mural

Lens Studio

Google Suite

Windows/ MACos

Microsoft Office Suite

AWARDS

2023

2nd Place Snapchat Lens Winner

Snap Inc. / [AR Lens Challenge](#)

EDUCATION

2023

Bachelors of Science in IxD

[Santa Monica College](#) / Santa Monica, CA

2021

Associates of Arts and Humanities

[Santa Monica College](#) / Santa Monica, CA

PROJECTS

Snap Elementary [2D/3D/UX Designer + Project Manager]

07/2023 - 08/2023 | [Snap Inc.](#) + [Next Shift Learning](#) | Remote

- Developed and managed 'Snap Elementary,' an Augmented Reality 3D environment lens in just 3-weeks to address educational disparities in the Los Angeles Public School System.
- Applied advanced technical skills in [Lens Studio](#), [Photoshop](#), and [Blender](#) to create 2D & 3D assets.
- Presented the Augmented Reality lens to stakeholders, including the VP of the Camera Platform.
- Collaborated with a diverse team of software engineers and UX/UI designers to conduct user research and showcase the potential for raising awareness and driving positive change in education.

VR Soundscapes [UI/UX Product Designer]

02/2023 - 06/2023 | Independent Project | South Los Angeles, CA

- Managed collaboration with indie artist [LaDiamondblue](#) to create an immersive VR environment to complement artistic vision towards next single release, 'Fighting Season' and explore new technologies.
- Conducted interviews and user testing sessions with focus groups to analyze key themes between the VR Soundscapes and [LaDiamondblue's music](#), resulting in a 100% positive response from users.
- Presented independent VR Soundscapes project to Santa Monica College faculty, peers, and industry professionals, later showcased during the [Senior Grad Show](#)/Gallery to over 100 participants.

Harmonize NFT Platform [UI/UX Product Designer]

02/2023 - 06/2023 | Independent Project | Santa Monica, CA

- Collaborated on an agile team tasked with service design. My contributions were targeted towards hardware and software research, production of NFT-centric design strategy, and prototyping.
- Crafted software and UX requirements, reducing development time for innovative user growth features and interfaces of Non Fungible Token music platform, [Harmonize](#). The key features: unique community building, no follow button, and customizable NFT campaigns were crafted based on UX research and the core values of supporting music artists in fully owning their intellectual property.
- Presented the Harmonize NFT Platform in a physical gallery space to [Santa Monica College](#) faculty members, peers, and industry professionals which was later displayed during the Senior Grad Show to well over 100 participants as a vision video, 50x50 vision board, and QR code linked to prototype.

CicLAvia Stories [Project Manager + Design Strategist]

09/2022 - 12/2022 | [CicLAvia Org.](#) | Santa Monica, CA

- Managed a team of four multidisciplinary designers ensuring project tracking and timely delivery through google and excel data sheets that helped to create efficient organization and communication.
- Developed a social media content creation strategy, CicLAvia Stories, in a 3-month design sprint. Our team set up surveys and event stations during CicLAvia's events to capture unique stories showcasing inclusive community experiences to assess qualitative and quantitative data through research reports.
- Diversified CicLAvia's audience, effectively communicating and aligning with it's values, further promoting its mission of good health and community engagement by identifying with various audiences.

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SKILLS

TECHNICAL PROFICIENCIES

UI/ UX/ AR/ VR

GenAI

Github

ML Training

Product Design

Fusion360/ ShapR

Excel/ Power Point

Story Mapping

User Journey

User Testing

Marketing Plans

Google Analytics

Competitive Analysis

Sitemaps/ Wireframes

Human Centered Design

Research & Development

Qualitative/ Quantitative Data

Storytelling/ Cultural Sensitivity

Written and Verbal Communication

VOLUNTEER

2023

ELAC + LSLC Council Member

[LA School District/](#) Clover Ave Elementary

2022

Attendee Survey Analyst

[CicLAvia:](#) Hollywood + Watts

EDUCATION

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PROJECTS

Holo Prism [UI/UX Product Designer]

02/2022 - 06/2022 | [Meow Wolf](#) + [MaCher Inc.](#) | Santa Monica, CA

- Conceptualized an innovative mobile accessory complimented by an app that enhances Meow Wolf's immersive visitor experience by seamlessly merging physical and digital realms together.
- Developed the Holo Prism, a product that is [certified B Corp sustainable](#) made from reusable and biodegradable materials to meet brief specifications.
- Extended Meow Wolf's narrative depth and accessibility by addressing levels of engagement beyond a single visit while identifying the potential for distributing low-cost holograms in Meow Wolf stores.

WORK EXPERIENCE

CicLAvia [Outreach Team Member]

06.2022 - Present | Metropolitan Los Angeles, CA

- Collaborated with community to diversify audience, aligning with CicLAvia's mission.
- Led neighborhood door to door outreach, boosting event participation and environmental equity.
- Created proactive engagement and partnerships with the local community partners, fostering progressive environmental health. These strategic partnerships not only enhanced community engagement and event attendance, it offers clean air, renewable energy infrastructure, and dynamic mobility options for pedestrians, bikers, and public transit riders, contributing to a stronger community.

Snap Inc. + Next Shift Learning [AR Lens Creator Intern]

06.2023 - 08.2023 | Remote

- Ranked within the top 9% of applicants for Snap Academy's competitive internship program.
- Networked within weekly industry meetings, and mentor discussions to cultivate valuable professional relationships as well as gain career growth and personal development.
- Demonstrated a strong commitment to learn a new design skill through AR design classes twice a day while fostering creativity by participating to weekly immersive AR challenges within diverse teams.
- Prioritized personal and professional development by actively engaging in weekly council sessions, enhancing communication, mindfulness, and strengthening my performance efficiency.

The Container Store [Custom Closet Designer]

09.2019 - 03.2020 | Los Angeles, CA

- Achieved top seller status for [Custom Closets](#) in January 2020 by generating the highest revenue among the design team and contributing to a 26.6% increase in net sales.
- Collaborated closely with customers to craft customized plans, resulting in a remarkable 100% customer satisfaction rate based on user feedback surveys.
- Expertly leveraged all available services during customer interactions, including in-home designing, in-home organizing, installation, financing, and loyalty programs, leading to a significant 20% increase in upselling and cross-selling opportunities.
- Maintained clear and consistent communication with managers and support centers, ensuring seamless project completion from initial inquiry to installation, meeting and exceeding sales goals.