

GERALDINE OSORIO

CONTACT

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EDUCATION

UX/UI Design Certificate

Google
Present

Swift Explorations

New York Public Library
Sep 2023 - Dec 2023

Programming with Swift

Codecademy
Oct 2023

UX/UI Design Certificate

Avocademy Bootcamp
Nov 2022 - May 2023

Search Engine Opti- mization (SEO)

Hunter College
April 2022 - May 2022

Bachelor in Classical Clarinet Performance

Longy School Of Music Of
Bard College
Aug 2014 - May 2018
Latin Grammy Cultural
Foundation Scholarship Award
Aug 2015 - May 2017

LANGUAGES

English
Spanish

SKILLS

Figma
Adobe XD
Miro
Photoshop
InDesign
Procreate
Lightroom
Final Cut Pro
Logic Pro
Basic Swift

I am a musician, artist and creative who discovered UX Design on her self taught journey of graphic design and fell in love with it. I am passionate about creativity and inclusion, my personal mission is to open doors for Latino women in the tech industry.

I bring a background on marketing and social media that provided me with understanding of user behavior, preferences and trends. Enhancing my ability to create design that resonate with diverse audience.

I aim to create experiences that truly stand out, with the user as a center.

EXPERIENCE

Italic Type

Product Designer Intern (Present)

As an intern at Italic, my responsibilities include working on various features of the app and enhancing different aspects to improve the user experience of those tools. This work is based on the data collected from the research team, aligning with Italic's objective of enhancing the reading experience for users. I collaborate closely with developers and other designers to achieve these goals.

Redesign Brooklyn Public Library App

Product Designer (6 months)

By redesigning the Brooklyn Library app experience to make it intuitive and easy to use, I directly contribute to the library's primary goal of educating and providing resources to Brooklynites of all ages. With an intuitive and simple interface, library resources and opportunities are now easily accessible to patrons, in line with the library's mission of providing accessible educational tools

Charging Station Locator App

UX/UI Designer (3 Days)

Designed an intuitive and user-friendly application, to simplify the process of finding and searching for electric car's charging stations. enhancing the overall user experience for electric car owners but also playing a vital role in helping the electric car market continue to grow. The application is in line with the evolving needs of electric vehicle users, increasing their confidence to take environmentally friendly routes

Social Media Specialist - Happy Shark Media Marketing Agency

Aug 2021 - Dec 2023

Responsible for social media posts. I got consistent got results with an average of over 100,000 reach in new accounts. Outside of planning, my focus was on creating high-quality content and building relationships with influencers and audience in order to increase our brand awareness and engagement. I also played a role in preparing videos for Reel, TikTok and other platforms that resonated with our target customers.