

J U D E L I C E A

P R O D U C T & I N T E R A C T I O N D E S I G N E R

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[/judelicea](https://www.linkedin.com/company/judelicea)

S K I L L S

UX & UI Design
Brand Strategy
Customer Discovery
Research Synthesis
Usability Testing
Prototype Development
Empathy
Cross-Functional Communication

T O O L S

CSS/HTML/JavaScript
Figma & FigJam
Java
Adobe Illustrator, InDesign, Photoshop

I N T E R E S T S

Water Polo
Classical Piano
NPR Tiny Desk Concerts
Letterboxd Reviews
NYT Crosswords
Alpine Skiing

A C T I V I T I E S

Human Computer Interaction Club
Co-President
WashU Water Polo
Co-Captain
Beta Theta Pi Fraternity
VP of Risk Management & Judicial Board
WashU AIGA
General Board Member

E D U C A T I O N

Cognitive Neuroscience; Design and Human-Computer Interaction

BA, Washington University in St. Louis, Aug 2022 – Present, St. Louis, MO

- Relevant Coursework: Interaction Foundations, Visual Principles for the Screen, UX Methods for Design Research, Typography and Letterform
- GPA: 3.79/4.0, Questbridge Scholar, Chancellor's Career Fellow

W O R K E X P E R I E N C E

Lead Interaction Designer and User Researcher

WashU Skandalaris Design Agency, Oct 2023 - Present, St. Louis, MO

- Partnered with start-ups in St. Louis to design impactful digital applications including websites, apps, logos, social media pages, and products to build brand identities, optimize strategy, and strengthen user engagement.
- Consulted multiple industries including food services, healthcare, technology, and cosmetics to develop digital presence and branding.
- Created designs for WashU McKelvey Water Filtration Project with a \$650K NSF fund, now pending a \$1.5 million grant from NSF competition.
- Led WashU entrepreneurship data collection team for Princeton Review, resulting in a ranking of #8 in nation for undergraduate entrepreneurship.

Design and Strategy Intern

Chick Skincare Products, Jun 2024 – Sept 2024, St. Louis, MO

- Managed and established company's branding through customer discovery using market research, creating personas, interviewing target audience, defining need statements, and crafting prototypes.
- Implemented frameworks to ideate, iterate, and finalize logos and product packaging based on branding values and user-feedback on prototypes.
- Applied branding across website and developed social media strategy.
- Secured \$5K in funds through university venture competitions and acquired a total of \$60K in financing from key investors.

Memory Laboratory Research Assistant

Washington University in St. Louis, Jan 2023 – Oct 2023, St. Louis, MO

- Conducted memory experiments and research through surveys and IRB development, limitation analysis, and data synthesis.
- Collaborated with professors, postdoctorals, and lab technicians to analyze and summarize data for research publications for APA articles.

Neuroscience Laboratory Research Assistant

Washington University School of Medicine, Sept 2022 – Jan 2023, St. Louis, MO

- Delegated biological experiments, testing on C. elegans neurons through PCR experiments, gel electrophoresis, and spectroscopy.
- Gained foundational research experience reviewing papers, maintaining lab equipment, recording data, and breeding various organisms.