

# Ariane Keona Ochoa

DIGITAL DESIGNER & CREATIVE

## CONTACT

arianekochoa@gmail.com  
arianekeona.com  
linkedin.com/in/arianekeonaocioha

## EXPERIENCE

### GRAPHIC DESIGN INTERN • UCI ESPORTS

Jun 2022 – PRESENT

- Designed 5+ match graphics weekly for our collegiate teams' tournaments and ensured timely delivery resulting in an increase in viewership by 34.8% across 3+ social media platforms.
- Amplified announcements, events, and Twitch livestreams by utilizing design principles to boost engagement with the program and our presence in collegiate Esports.
- Spearheaded and illustrated apparel designs for the 2023-2024 player jersey and the 2023 Summer Camps.
- Collaborated with 20+ staff to ensure my designs align with our brand identity and are visually communicative.
- Contributed to the advertising and broadcast design assets for the University of California Esports Initiative (UCEI) 2023 Symposium and 2023 & 2024 Invitational that were showcased to 200+ viewers.

### ADULT VOLUNTEER • SADDLEBACK CHURCH

Sep 2017 – PRESENT

- Redesigned the High School Ministry's (HSM) brand identity at Saddleback Church's Irvine South Campus, leading to a 48.4% increase in user engagement on Instagram.
- Boosted user outreach by 21.3% through composing visually compelling content for their Instagram account that promote HSM events and their online presence.
- Assisted in Sunday service set up and clean up, led small group discussions with HSM students, and

## PROJECTS

### UI/UX DESIGNER • SENIOR DESIGN PROJECT: PRENOSTIK

Jan 2024 – PRESENT

- Conducted 50 student and instructor interviews about student learning to identify student struggles and learning needs and instructor shortcomings and teaching needs.
- Ideated and designed low-fidelity wireframes and high-fidelity prototypes of the student and instructor view for the project on Figma.
- Conceptualized an extensive style guide of the typography, color palette, icons, and logo for the project.
- Collaborated with our partners to ensure our MVP aligns with the team's requirements and expectations.

## ABOUT ME

I'm a digital designer and creative with a passion to craft authentic and imaginative work that shares stories of creativity and humanity. I seek out encounters with imagination to drive my design choices and define my work as uniquely "Ariane".

## EDUCATION

### B.S. INFORMATICS / UNIVERSITY OF CALIFORNIA, IRVINE

Sep 2021 – Jun 2024

GPA: 3.95

Relevant Coursework:

- Human-Computer Interaction
- User Interaction Software
- Requirements Analysis and Engineering
- Social Analysis of Computing
- Visual Design Fundamentals

## TOOLBOX

### DESIGN

Graphic Design, Visual Communication, User-centered Design, Interface Design, Interaction Design, Wireframing & Prototyping, Branding & Identity, Design Thinking, Digital Illustration

### RESEARCH

User Experience Research, User Interviews, User Testing, Competitive Analysis, Personas

### SOFTWARE

Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe XD, Figma, Procreate, HTML & CSS, JavaScript, Java, Python