Giannella Guerrero Cardenas

MIMS graduate student specializing in UX research and design with strong foundation in user-centered design principles and front-end development. Experienced in conducting end-to-end research studies, creating wireframes and prototypes, and translating user insights into accessible, engaging design solutions. Skilled in collaborating with multidisciplinary teams to deliver data-driven user experiences.

giannella_guerrero@berkeley.edu | linkedin.com/in/giannella-guerrero-cardenas | 415-846-2896 | San Francisco, CA

EDUCATION

University of California, Berkeley   Aug 2025 - May 2027 (Expected)

M.S. Information Management & Systems | Emphasis: UX Research, Product Management & Design

- **Relevant Courses:** User Research Experience, UX for AI, UI/UX Design, Information Visualization & Presentation, Lean/Agile Product Management, Information Organization & Retrieval
- Designed end-to-end user experiences for AI-powered tools and digital platforms, creating wireframes, interactive prototypes, and visual design specifications that prioritize accessibility and user engagement.

University of California, Santa Cruz   Sep 2021 - June 2025

B.A. Sociology | Minor - Technology Information Management | GPA: 3.7/40

- **Relevant Courses:** Systems Analysis & Design, Webpage Design & Build, Python Programming, Management & Commercialization of Technology, Prompt Engineering
- **Research:** Led multi-method qualitative research study on long-term effects of parental divorce, conducting in-depth interviews with 20+ participants, performing thematic analysis to identify user needs and pain points, and delivering comprehensive thesis report with actionable insights.

RESEARCH EXPERIENCE

Research Assistant -   July 2025 – Present
Remote

- Conducted user research by analyzing stakeholder interviews using systematic thematic analysis to identify user needs, behavioral patterns, and insights that informed research strategy and design decisions.
- Collaborated with Principal Investigator to design research studies, develop interview protocols, and synthesize complex qualitative data into clear visual presentations and written reports for diverse stakeholders.
- Applied an empathy-driven approach to understanding user perspectives, advocating for user-centered design solutions throughout the research process.

UX Research & Design Project -   Aug 2025 – Dec 2025
UC Berkeley - School of Information

- Led end-to-end UX research projects from concept to delivery, including user research planning, participant recruitment, usability testing, data analysis, wireframing, and stakeholder presentations demonstrating design impact.
- Designed and executed usability studies for digital platforms, creating personas, user journey maps, and interactive prototypes in Figma to validate design decisions and improve user satisfaction.
- Conducted qualitative research through in-depth interviews and diary studies to uncover user needs, pain points, and opportunities for innovation, translating findings into actionable design recommendations.
- Collaborated with cross-functional teams, including designers and developers, to ensure accessible, inclusive design solutions that resonated with diverse user backgrounds and abilities.

PROFESSIONAL EXPERIENCE

Licensing Intern -   July 2025 – Aug 2025
Complex Networks, Los Angeles, CA

- Collaborated with multidisciplinary teams (Design, Product, Marketing) throughout the product development lifecycle, contributing to brainstorming sessions and translating concepts into actionable workflows.
- Improved information architecture and data organization systems, creating more intuitive structures that enhanced team collaboration and decision-making efficiency.

Data & Research Intern -   Jan 2024 – Jun 2024
Education Partnership Center (EPC), Santa Cruz, CA

- Created data visualizations and dashboards using Excel to communicate user engagement metrics and behavioral insights to program stakeholders, driving data-informed program improvements.
- Designed and delivered research presentations that translated complex quantitative data into accessible visual narratives, enabling non-technical stakeholders to make informed decisions.
- Collaborated across diverse teams to optimize data collection processes and implement user-centered enhancements that improved program effectiveness.

SKILLS & ADDITIONAL INFORMATION

UI/UX Design Tools: Figma (wireframing, prototyping, visual design), Miro (user journey mapping, brainstorming), Adobe Creative Suite (working knowledge), Tableau

Research Tools: Qualtrics, Excel (advanced data analysis & visualization), SPSS, user testing platforms

Coding Skills: HTML, CSS, JavaScript (responsive web design, interactive prototypes), Python, SQL concepts

UX Research Methods: User interviews, usability testing, diary studies, contextual inquiry, thematic analysis, persona development, user journey mapping, concept evaluation, survey design, accessibility testing

Design Foundations: User-centered design, Human-Computer Interaction principles, information architecture, interaction design, visual design systems, inclusive and accessible design practices

Core Competencies: Cross-functional collaboration, stakeholder communication, design thinking, visual communication, project management, continuous learning mindset, empathy-driven design approach

Additional: Version control concepts, Agile/Lean methodologies, data visualization, Google Suite, bilingual (English & Spanish)