

# Constance Ge

Design Portfolio: [constancege.com](https://constancege.com)

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## WORK EXPERIENCE

### Web & UI/UX Designer Broadway West

Aug 2024 - Now  
Los Angeles, CA

- Created wireframes and prototypes for the newly developed web pages to provide multiple solutions based on organization goals.
- Designed and developed the grants portal web pages, simplified both applications and management system.
- Optimized visual design and information architecture of existing web pages using Figma, Photoshop, and Illustrator.
- Designed new brand identity and email marketing templates.

### UI/UX Intern World Salon

Aug 2024 - Nov 2024  
Remote

- Created low and high fidelity wireframes of the dashboard interfaces, including the signing up, user profile, and event editing pages.
- Created visual designs and prototypes of the product landing page & How It Works page.
- Participated in the user research analytics to identify the user needs and design user flows.

### Digital Accessibility Intern PBS SoCal

Jan 2024 - Apr 2024  
Burbank, CA

- Executed at every stage of the web design lifecycle with project manager, graphic designers, and engineers to improve the digital accessibility.
- Conducted audits of newly developed web pages through HTML code for accessibility optimization in compliance with WCAG.
- Created web page prototypes with accessibility features using Figma.
- Managed and organized design files and project archives on Pivot Tracker and JIRA.

### Web Designer IFU

Aug 2023 - Apr 2024  
Los Angeles, CA

- Developed the website by creating prototype on Figma and building web pages on Wix.
- Conducted comparative audits and stakeholder interviews to optimize the delivery and impact of research results.
- Designed brand identity assets, including typography, icons, illustrations, and marketing materials.

## PROJECT

### UI/UX Designer Etude W Salon (Course Project)

Aug 2023 - Nov 2023

- Conducted user research and redesigned the salon appointment system based on research findings.

## EDUCATION

### University of Southern California

Master of Science in  
Digital Social Media

GPA: 4.0/4.0

August 2022 - May 2024

### UC, Santa Barbara

Bachelor of Arts in  
Communication & Art Double Major

GPA: 3.8/4.0

September 2018 - June 2022

## SKILLSETS

### UI/UX Design

Wire Framing  
Prototyping  
User Research  
User Persona  
User Flows  
Information Architecture  
Data Analytics  
Data Visualization  
Web Design  
Visual Design

### Design Tools

Figma  
Adobe Creative Suite  
(Photoshop, Illustrator, XD)  
Procreate  
Miro  
Wix

### Programming Tools

HTML  
CSS  
Wix Velo  
Python

## CERTIFICATION

### Google UX Design

Credential ID 3QWAYEHVJK3U

### Google Data Analytics

Credential ID U4NDZ99K8QGD