

# Karina Muranaga

## UX Designer/Researcher

Dedicated to building equity and dignity through design in the civic tech and social impact space

## Projects

### Notifire (Mobile App MVP) — [Case Study](#)

Design of a mobile app MVP to help Californians stay safe from wildfires

- UX/UI Design, UX Research, Brand Design

### NY Unemployment Benefits Enrollment (Redesign) — [Case Study](#)

Proposed website redesign for a faster and more friendly online enrollment experience

- UX/UI Design, UX Research, Brand Design

## Professional Experience

OCT 2020 - PRESENT | CA & NY

### Freelance UX/UI Designer/Researcher & Project Manager

Partnering with clients including the Center for Cultural Power and organizations like Tech Fleet. Projects include:

- Taíno Language-Learning App (Client, Pro-bono, Agile) — [Case Study](#)
  - Role: UX Design & Research Team Lead and Project Co-Lead
  - Led UX team through the product discovery phase, including: strategic direction and execution of a research plan and project roadmap, workshop facilitation, quantitative and qualitative research, creation of target user personas and product vision, and mentorship to design and research apprentices
- Food Distro (Client, Pro-bono, Agile)
  - Role: UX Designer
  - Worked within a cross-functional team to design a product that helps combat food waste by facilitating food sharing within communities through: discovery research, early ideation, wireframing, prototyping, moderated and unmoderated usability testing, branding

DEC 2018 - OCT 2020 | BROOKLYN, NY

### A Blade of Grass, *Design and Experience Manager*

Led design at an art and social impact organization where I introduced human-centered UX design and research processes, established in-house design infrastructure, led brand development

- Improved clarity and overall user experience of our website homepage and information architecture by leading team through user research and UX/UI design processes and implementing designs with outside developers

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🌐 [www.karinamuranaga.com](http://www.karinamuranaga.com)

📍 Central Coast, CA

## Skills

### UX/UI DESIGN

Project Management  
Meeting/Workshop Facilitation  
Qualitative/Quantitative Research  
Information Architecture  
Task and User Flows  
Wireframing/Mockups/Prototyping  
Usability Testing  
Implementation/Hand-off

### VISUAL DESIGN

Brand Development  
Digital/Print Editorial Design  
Illustration and Photography

### SOFTWARE

Figma  
Sketch  
Adobe Creative Suite (Photoshop, Illustrator, InDesign, AfterEffects)  
Miro  
Maze  
Qualtrics

## Education

OCT 2021 - JAN 2023

### DesignLab UX Academy

UX Design Certificate

AUG 2010 - MAY 2014

### New York University

Bachelor of Fine Arts, *Studio Art*  
Minor, *Social and Cultural Analysis*

## Languages

English (native)  
Spanish (native)

- Led collaborative design processes with a cross-functional team, partnering organizations and artists, and outside developers across digital, print, and experiential design projects
- Facilitation of meetings and workshops, both internally and with the public at public events
- Established in-house design infrastructure such as cross-functional design workflows and the organization's first brand style guide
- Designed brand experience across all user touch-points
- Translated complex social change projects into digital stories
- Branding, editorial design, and production of a magazine

OCT 2017 - DEC 2018 | BROOKLYN, NY

**A Blade of Grass, *Design and Communications Manager***

Led design across digital, print, and experiential projects and established in-house design infrastructure and workflows

- Worked closely with leadership to refocus our brand and better align it with institutional messaging across all user touch-points
- Visual design and creative direction for new digital campaigns and public events serving diverse audiences
- Experiential design of public programs and philanthropic events
- Worked closely with communications and programs teams to increase digital audience engagement and public program attendance through new digital campaign strategies

AUG 2016 - OCT 2017 | BROOKLYN, NY

**A Blade of Grass, *Executive Assistant***

Streamlined and built up in-house operations from event planning to bookkeeping while introducing new in-house design processes

MAR 2016 - AUG 2016 | NEW YORK, NY

**Cheryl Hazan Gallery, *Gallery Manager***

Managed in-house operations, designed communications and marketing materials, provided sales and art handling support, and authored exhibition press releases

## Awards & Features

2020

**United Nations COVID-19 Digital Campaign**

Featured Illustrations

2012

**NYU Honors Scholar**