

# Beatrice Trinidad

USER-CENTERED DESIGN, DEVELOPMENT, AND RESEARCH

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## EDUCATION

### University of Paris-Saclay

M.S. in Human-Computer Interaction and Design

Double degree program with Technical University of Madrid under European Institute of Innovation and Technology. Recipient of EIT Digital Master School Scholarship (highest award).

EXPECTED MAY 2021 / PARIS, FRANCE

### Rutgers, the State University of New Jersey

B.A. in Information Technology and Informatics

Minors in Computer Science and Music. Dean's List recipient (2016 - 2018).

MAY 2018 / NEW BRUNSWICK, NEW JERSEY, USA

## SKILLS

### Design

User Experience Design  
Rapid Prototyping  
Design Thinking  
Web Design  
Graphic Design  
Style & Branding  
Print Design

### Tools

Sketch  
InVision  
Figma  
Principle  
Adobe Creative Suite  
Drupal  
WordPress

### User Research

Usability Testing  
Interviews  
Surveys  
Concept Testing  
Affinity Mapping

### Programming

HTML  
CSS  
Javascript  
Java  
PHP

## LEADERSHIP

### Rutgers Women's Rugby

Division 1 Athlete, Marketing & Public Relations

JANUARY 2015 - MAY 2018

### Rutgers Women In Computer Science

Co-Vice President

JANUARY 2016 - MAY 2017

### HackHERS, a women-centric hackathon

Lead Organizer

JANUARY 2016 - MAY 2017

### DIMACS Computing Corps

Lead Volunteer

JANUARY 2015 - MAY 2017

## EXPERIENCE

### Rutgers Human-Computer Interaction Lab for Health & Sustainability

Student Researcher

#### *VillageMED: Developing a Mobile Application to Support Medical Missions in Haiti*

Designed an easy-to-use, mobile platform to enable seamless support of the existing clinical workflow for missionary non-profit healthcare organization VillageMED. Worked on offline system so that the platform can work and be feasible in challenging environments such as Haiti.

#### *A User-Centered Design Approach for Improving Health Communication*

Designed and developed patient portal prototypes to investigate how leukemia patients react to presentation of sensitive data. Evaluated designs by using a think-aloud interview protocol with participants (all who have experience with stem cell transplants). Funded by *Century for the Cure* grant with Rutgers Cancer Institute of New Jersey.

SEPTEMBER 2018 - AUGUST 2019 / NEW BRUNSWICK, NEW JERSEY, USA

### Princeton University

Junior Visual Designer

Worked on establishing the first design system for the School of Engineering and Applied Science, focusing on accessibility and consistency across digital platforms. Created graphics and other visual assets for brand communication, such as newsletter graphics, posters, and slideshow templates.

SEPTEMBER 2018 - AUGUST 2019 / PRINCETON, NEW JERSEY, USA

### Rutgers, The State University of New Jersey

Web Application Developer Intern

Provided web & database application support for Teaching and Learning with Technology department by working on server-side scripts and writing application documentation. Designed, developed, and launched the main department's and Rutgers Online Learning Conference's website.

JANUARY 2016 - AUGUST 2018 / NEW BRUNSWICK, NEW JERSEY, USA

### Korean Beauty International, Inc.

Design Intern

Collaborated with marketing and public relations team to conceptualize advertising campaigns for biggest client, E Nature USA, a Korean skincare brand. Worked on WordPress website assets for E Nature USA's first launch in North America.

SEPTEMBER 2015 - DECEMBER 2015 / NEW BRUNSWICK, NEW JERSEY, USA