

# BEATRICE TRINIDAD

DESIGN + RESEARCH + TECHNOLOGY

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## EXPERIENCE

### Moody's Analytics, UX Design Intern

Grenoble, France (Remote) | April 2021 - August 2021

- Led redesign of the comparison tools feature on Banking Cloud platform by conducting user research and designing new interactions based on research insights
- Performed accessibility & usability evaluations of Credit Risk software to refine features for next software release

### Asilimia, Product Design Intern

Paris, France | June 2020 - September 2020

- Led design and development of Asilimia's new B2B and C2B web dashboard for small business owners in Africa
- Improved digital marketing assets and redesigned website for the Asilimia mobile app

### Rutgers Human-Computer Interaction Lab, Student Researcher & Designer

New Brunswick, New Jersey, USA | September 2018 - September 2019

- Co-published paper in International Journal of Medical Informatics (Volume 141) with Dr. Sunyoung Kim about taking a user-centered design approach to improve health communication with cancer patients
- Designed an easy-to-use and feasible patient record system that works offline for a non-profit health organization (VillageMED) in Haiti

### Princeton University, Junior Visual Designer

Princeton, New Jersey, USA | September 2018 - September 2019

- Established and actively reiterated the first design system for the School of Engineering and Applied Sciences, focusing on accessibility and consistency across digital platforms

### Rutgers University, UI Developer Intern

New Brunswick, New Jersey, USA | January 2017 - May 2018

- Led redesign for better user experience on online learning department's websites that was used by 75,000+ students & faculty daily

### Korean Beauty International, Freelance Designer

New York, New York, USA | September 2016 - December 2016

- Developed marketing campaigns and website assets for biggest client, IT'S HANBUL (a Korean cosmetic company), on their launch in North America to stores like Target and Urban Outfitters

## EDUCATION

### Université Paris-Saclay

#### Universidad Politécnica de Madrid

Dual M.Sc. Human-Computer Interaction,

Minor in Innovation & Entrepreneurship

Paris, France & Madrid, Spain

September 2019 - July 2021

14.88/20 and 9.13/10 GPA, High Honors

### Rutgers, The State University of New Jersey

B.A. Information Technology & Informatics,

Minors in Computer Science & Music

New Brunswick, New Jersey, USA

September 2014 - August 2018

3.1/4.0 GPA, Dean's List for 6 semesters

## SKILLS

### Design

Figma, Sketch, Adobe XD, InVision, Adobe Creative Suite, Principle, Balsamiq, Wireframing, Prototyping, User Flows, User Experience Design, Product Design, Interaction Design, Visual Design, Branding

### Research

User Interviews, Usability Testing, Design Thinking, Accessibility, Heuristic Evaluation, Competitive Analysis, Personas, Affinity Mapping

### Technology

HTML, CSS, JavaScript, Java, PHP, MySQL, Git, Unity, Arduino

### Languages

English (Native), French (Intermediate), Tagalog (Intermediate), Spanish (Basic)

## AWARDS & ACTIVITIES

### EIT Digital Master School Scholarship

Recipient | 2019 - 2021

### Data Against Covid-19 Hackathon

Selected Participant | May 2020

### Rutgers Women in Computer Science

Co-Vice President | 2016 - 2017

### HackHERS Hackathon

Lead Organizer | 2016 - 2017