

Fátima Patiño-Gasca



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EXPERIENCE -

BEAU

Principal Designer
Atlanta, GA

August 2024 - Present

- Developing a comprehensive design system from scratch for a makeup industry startup, including components, typography, logo, and color palette
- Designing user flows for key app functions—such as booking, profile management, and contracts—within an agile development framework for both makeup artist and client perspectives
- Leveraging AI capabilities to increase customer conversion rates and grow makeup artists' businesses
- Collaborating closely with product and marketing teams to research competitors and potential users, gather feedback, and drive a successful launch by Q1 2025

UChicago Student Wellness

UX Researcher
Chicago, IL

April 2024 - June 2024

- Conducted research on student utilization of mental health resources at the University of Chicago, including key data on navigation, preference, and emotional impact
- Individually screened participants via snowball sampling for in-depth interviews and analyzed qualitative data using affinity mapping
- Findings contributed to improvements of the website's information architecture viewed by +500 students and the reallocation of a multi-thousand budget

Amazon

UX Design Intern
Arlington, VA

June 2023 - September 2023

- Delivered foundational research and strategic designs for Amazon's internal applicant tracking system used by 20,000 hiring managers and recruiters
- Compiled a generative research report from 18 in-depth interviews centered on HR tech use cases
- Developed data-backed wireframes improving information architecture and introducing new editing and filtering features to search through job requisitions with +1,000 data entries
- Conducted usability testing to refine initial designs, resulting in a high-fidelity prototype with distinguished positive evaluations
- Presented results and future steps to stakeholders through storytelling techniques for project sign-off

Ex Libris

In-House Designer
Chicago, IL

October 2021 - May 2024

- Conducted a competitive analysis to understand mental models for apps in the food service industry
- Developed a prototype that enhanced ordering efficiency by 22% and customer loyalty by 17% for the University of Chicago's highest-grossing student-run coffee shop
- Designed a new logo and cohesive design system to strengthen Ex Libris' brand image

EDUCATION -

The University of Chicago, Magna Cum Laude

Bachelor of Arts in Psychology,
Minor in Media, Art, and Design
GPA: 3.9/4.0

Google UX Design Certificate

Peachtree Ridge High School

Diploma
GPA: 4.0/4.0

DESIGN TOOLS -

Figma, Miro
Adobe Suite
HTML, CSS, JavaScript
Microsoft Suite
Jira

DESIGN SKILLS -

Information Architecture
Interface Design
Prototyping & Usability Testing
Product Strategy & Management
Design Research
Design Systems
Visual Design

AWARDS -

MAAD Grant
Dean's List
Dean's Scholarship
University Scholar Award
Governor's Honors Program

LANGUAGES -

Native Spanish
Intermediate French