

NEREIDA NAVALESKA

EDUCATION

University of California, Berkeley Expected Graduation May 2024
Master of Information Management and Systems, Focus in User Experience Research

Rochester Institute of Technology Graduated May 2017
BFA Industrial Design, Minor in Business Administration & International Business

EXPERIENCE

Industrial Designer – School House NYC, January 2019 - July 2022

- Synthesized onsumer trend research reports and delivered tailored retail and design strategy for clients.
- Conducted stakeholder interviews regarding brand packaging and visual merchandising needs upon project kick-offs to understand stakeholder goals and perspectives amongst various beauty brands including DevaCurl, BareMinerals, Sunday Riley, MAC, Summer Fridays, and others.
- Led engaging visual merchandising projects and designed merchandising systems within specialty multi-channel and brand retail spaces for brand storytelling and conversion.
- Designed and sourced packaging, working with vendors domestically and overseas.
- Worked cross collaboratively within an interdisciplinary team of art directors, architects and client managers to solve design and brand problems.

Director of Design & Development – Kala, June 2018 - August 2018

Lead Designer – Kala, September 2017 - June 2018

- Shepherded Kala from zero to 1 in developing brand, product and e-commerce.
- Led style, design and product development of intimate apparel.
- Managed and coordinated supply chain and vendors.
- Art directed and produced product photoshoots for web use, marketing, and advertising.

Contract Industrial Designer – OhNut, June 2017 - September 2017

- Conducted market and trend research for the adult toy industry which informed the design decisions of material, textures, and features.
- Collaborated in user research interviews of women with endometriosis prior to designing to understand user needs, challenges and pain points.
- Ideated and refined final concepts for testing based on research.

Contract Designer – OHME, May 2017 - July 2017

- Conducted trend research within the interior design space to understand what forms would fit best into the home, and created branding guidelines.
- Designed initial UI/UX concepts of the product's companion app.

Industrial Designer – Meural, June 2016 - February 2017

- Conducted stakeholder interviews to gain an understanding of the brand, product and stakeholder priorities.
- Collaborated with mechanical, software, and electrical engineers to redesign the Meural Canvas 1.7, streamline production processes, and move production overseas.
- Created customer journey map and identified key pain points which led to a redesigned unboxing experience and reduced manufacturing cost.

I am a UC Berkeley graduate student focusing on User Experience Research with a background in Industrial Design!

SKILLS

Design Thinking
User Recruitment
Wireframing
Design Sketching
Visual Design

Research Methods

Heuristic Evaluation
Ethnography
Journey Mapping
Semi-Structured Interviewing
In-Situ Observation
Affinity Diagramming
Qualitative Research
User Interviews
Usability Testing
Grounded Coding
Competitive Analysis
Task Analysis

Software


Figma
Miro | Mural | Figjam
Adobe Creative Suite
MAXQDA
Descript
Qualtrics

Coursework

Qualitative Research Methods
User Interface Design and Development
User Experience Research
Social Psychology
Information Law and Policy

GET IN TOUCH

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