

# PAULA TORRES-WILCKEN

## CONTACT

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 www.paulatw.com

## EDUCATION

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### GEORGIA INSTITUTE OF TECHNOLOGY

BS in Computational Media

Aug 2016 – May 2021

-Concentrations: People, Interaction  
Design, and Experimental Media

-GPA: 3.20

## SKILLS

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### RESEARCH

Survey, Interview, Contextual Inquiry,  
Affinity Diagrams, Personas, Identity  
Modeling, Usability Testing

### DESIGN

Storyboarding, Wireframing, Rapid  
Prototyping, Branding, Graphic Design

### TOOLS

Adobe Photoshop, Illustrator, InDesign,  
Figma, Autodesk Maya, Axure RP

### PROGRAMMING

Java, HTML, CSS, JavaScript, C

## LEADERSHIP

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### STUDENT CENTER PROGRAM COUNCIL

Propose, plan, and promote campus-  
wide events as committee member

## PROJECTS

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### CAMPUS SAFARI // Android App Aug 2019 – May 2020

- Head of UI/UX design and user research
- Contracted by Georgia Tech Biology department to create a location-based game to raise awareness and inform public of campus wildlife as part of the Eco-Commons initiative.

### LARVIS // VUI Research + Prototype Jan 2020 – May 2020

- Research project focused on identifying an opportunity for voice technology on college campuses and designing an experience to fulfill it.
- Lab-Assisting Responsive Voice Integrated System (LARVIS) is a laboratory assistant and information management system for both educational and research lab contexts.

### GOAT MONITOR // Research May 2019 – Aug 2019

- Conducted user research on a national scale to create a product that would help protect & monitor rental goats
- Designed UI for medium fidelity iOS app & heart rate monitoring collar prototype

## WORK EXPERIENCE

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### GT STUDENT CENTER // Atlanta, Georgia 2018-Present

- *Marketing Manager*: Maintain the brand through marketing design images
- Create awareness, increase traffic, and generate new strategies to boost sales
- Develop and deliver presentations to various Georgia Tech departments

### BARNES AND NOBLE // Atlanta, Georgia 2016-2018

- *Bookseller*: Handled customer questions and resolved service issues
- Responsible for financial transactions and balancing drawer