

PAULA TORRES-WILCKEN

CONTACT

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EDUCATION

GEORGIA INSTITUTE OF TECHNOLOGY

BS in Computational Media

Aug 2016 – May 2021

-Concentrations: People, Interaction Design, and Experimental Media

-GPA: 3.20

SKILLS

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

STUDENT CENTER PROGRAM COUNCIL

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

PROJECTS

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

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