Angelica Anderson

Product Designer | Background in Digital Marketing & Project Management
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PROFESSIONAL EXPERIENCE

Technical Coordinator @ Unearth — Sacramento, CA | Jan 2026 – Present

- Led requirements and UX direction for an internal compliance dashboard, translating executive questions into requirements, information architecture and data visualizations that track **1.7M+** data deletion requests across **3,700+** audiences.
- Iterated the dashboard with the developer across 5 rounds of leadership feedback, adding mobile access, date filters and percentage-based rankings, and proposed an AI-generated executive summary that surfaces compliance status and next steps.
- Redesigned Cal Water's advocacy website end-to-end, rebuilding **7** component types to match the parent brand and redesigning the landing page that draws **57%** of traffic to show **4x** more content on load, with WCAG AA contrast fixes.
- Run UX QA, accessibility checks and launch readiness for client websites and internal tools.

Research Analyst @ Unearth — Sacramento, CA | May 2025 – Dec 2025

- Led the design, QA, and web maintenance of several advocacy campaign webpages, including a campaign that generated **23,000+** page views, **20,000+** sessions, and **5,500+** petition signups.
- Designed ad graphics, landing pages, newsletters and social assets for Meta, LinkedIn and display campaigns.

Digital Marketing Public Affairs Intern @ Unearth — Sacramento, CA | Jan 2025 – Apr 2025

- Supported website QA, competitive research, reporting and campaign assets across multiple advocacy clients.

UI/UX Designer @ Intellect — Contract; Remote | Oct 2024 – Dec 2024

- Redesigned a mental health platform's marketing site so visitors could answer **3** questions fast: what it offers, where it operates and how it's different, projecting a **20%** lift in user satisfaction and **25%** faster navigation.
- Simplified the navigation to **4** categories, redesigned the homepage, footer and **3** product pages, and ideated a global map graphic with the graphic designer to show the platform's reach.
- Tested **3** homepage drafts with marketing, then delivered interactive Figma prototypes for developer handoff.

B2B Marketing & UI/UX Design Intern @ Intellect — Singapore | June 2024 – Aug 2024

- Optimized UI/UX for the main site, clinic webpage, and high-traffic landing pages, driving an **18%** rise in engagement and **4:33** average session time.
- Built a competitive analysis scorecard to inform SEO-focused design and CTA optimization.

PROJECTS

UI/UX Designer @ HopeHub for Fourth & Hope — Davis, CA | April 2025

HackDavis, UC Davis; Won "Best Hack for Fourth & Hope Nonprofit"

- Led stakeholder interviews with nonprofit staff to uncover pain points in service tracking and grant reporting, synthesizing findings into product requirements and user flows.
- Designed a centralized CRM in **24** hours with **3** developers, replacing **5** spreadsheets with a staff dashboard, client profiles and grant reports, projected to cut admin work by **40%**, improve grant readiness by **50%** and speed documentation by **35%**.

UI/UX Designer @ Concert Connect — Davis, CA | March 2024 – June 2024

Mid-fidelity Prototyping, User Testing, & Presentation Lead: Davis Design Interactive

- Designed mid-fidelity mobile prototypes for a social concert discovery app, including verified onboarding, community spaces, event recommendations and matching, informed by user research and usability testing.
- Synthesized **41** survey responses, **7** user interviews and **7** usability tests into a verification-first onboarding flow and a shared design system.

EDUCATION

University of California, Davis — Sept 2020 – Aug 2024

B.A. Psychology, Double Minor in Technology Management and Music

SKILLS & CERTIFICATIONS

Skills: User Research, Usability Testing, Wireframing, Prototyping, User Flows, Information Architecture, Design Systems, Responsive Design, Accessibility (WCAG), Data Visualization, Figma, FigJam, Adobe Illustrator, WordPress/Elementor, HTML/CSS, Google Analytics, Claude Code

Certifications: COOP Careers Digital Marketing Fellowship (200+ hours), Anthropic AI Fluency: Framework & Foundations, Claude 101, HubSpot Digital Marketing, Google Ads Measurement, Pendo Product Management Basics, Pendo AI for Product Management

COMMUNITY LEADERSHIP & OUTREACH

Group Leader @ Friends of Figma, Sacramento — Sacramento, CA | Apr 2025 – Present

- Lead quarterly programming for **100+** members, partnering with Figma @ UC Davis and local design groups on AI hackathons and industry panels.
- Deliver live demos of new Figma AI tools like Figma Make, helping members build AI into their design workflows.