STEPHANIE GARCIA

SOCIAL MEDIA MARKETING | UX DESIGNER & RESEARCHER

ABOUT ME

With an AAS in Visual Design: User Experience Design and an upcoming AAS in Marketing, I create experiences that blend usability with aesthetics. I specialize in engaging social media content that enhances brand visibility and sparking audience interest.

Other than UX & Marketing, I enjoy yoga, arts & crafts, or to just sit down with a nice book to read.

EDUCATION

AAS IN VISUAL DESIGN: USER EXPERIENCE DESIGN

Austin Community College

2020 - 2023

AAS IN MARKETING

Austin Community College

2022 - Present

SKILLS

Digital Marketing

User Experience (UX) Design

Content Creation

Website Design

Collaboration and Teamwork

EXPERIENCE

SOCIAL MEDIA MARKETING & RESEARCH INTERN

Illumine Wellness | Austin, Tx.

February 2024 - May 2024

- Conducted research for future blog content and strategized social media engagement tactics.
- Revamped website design improving user experience.
- Collaborated with Shea Butter Babies Production creating promotional content and enhance branding for their burlesque show fundraiser.

DIGITAL MEDIA & WEB DESIGN INTERN

Frontera Dance Project | Harlingen, Tx.

June 2023 - September 2023

- Led website redesign and assisted with social media platforms.
- Created strategic content and dynamic photography to boost brand visibility and audience engagement.
- Developed skills in digital marketing, identifying target audiences, and optimizing content.

UX RESEARCH & DESIGN INTERN

UN|HUSHED | Austin, Tx.

Jan 2023 - April 2023

- Ran usability tests and analyzed data to improve designs and prototypes.
- Utilized a CRM platform to enhance customer interactions.
- Focused on empathetic methodologies to improve overall user experience.