

Gabriela Ed

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EXPERIENCE

Bohong, Santa Clara, CA

July 2022 - October 2022

Office Administrator

- Oversaw phone calls, email correspondence and mail distribution.
- Maintained budgeting and bookkeeping procedures with monthly expense reports.
- Provided support for event marketing designs, including creating brochures, posters, and cards for events.

The Good Salad, Santa Clara, CA

July 2021 – June 2022

Operations Coordinator

- Oversaw inventory management using Marketman to analyze data, optimize ordering, ensure product stock, and record deliveries.
- Coordinated with the team to report and address financial and budget related issues.
- Oversaw order tracking and order management to provide issue resolutions between suppliers.
- Contributed to design initiatives, providing insights on elements of website, logo, and products.
- Assumed full responsibility for the entire store in collaboration with higher management during the absence of the supervisor.

Bee & Tea, San Jose, CA

July 2019 – July 2021

Store Manager

- Oversaw comprehensive store operations, including conducting interviews, strategically selecting personnel, and providing guidance to a team of more than 10 members.
- Organized, formatted, and circulated monthly cleaning schedules and weekly employee time sheets through adept utilization of Microsoft Excel and Google Sheets.
- Demonstrated expertise in managing POS systems, swiftly addressing challenges in high-paced situations with proficiency in Revel and Square for effective issue resolution.

Bee & Tea, San Jose, CA

September 2019 – July 2021

Marketing Manager

- Orchestrated social media with curating content, scheduling through Hootsuite and consistently identifying avenues for marketing.
- Enhanced Instagram engagement rate by 4.33% with a following of 480, employing progressive strategies of Content, Consistency and Creativity.
- Oversaw online platforms of store website, yelp, facebook and instagram for store updates and monitored customer reviews to ensure a positive online presence.

EDUCATION

UC Berkeley Extension, Berkeley, CA

UX/UI Bootcamp

San Jose State University, San Jose, CA

Business Administration, Management

CERTIFICATES

UX/UI Design Certification: UC Berkeley Extension

April 2023

The Fundamentals of Digital Marketing: Google

Digital Garage

April 2020

SKILLS

- | | | |
|------------------------|----------------|----------------------|
| • Google Office Suite | • Prototyping | • Team Collaboration |
| • Adobe Creative Suite | • Color Theory | • Leadership |
| • Figma | • A/B Testing | • Customer Service |

PROJECTS

- **SnapBudget App** | <https://www.gabrielaed.com/finance-tracking-app>

A financial managing mobile application focused on user friendly camera features with a minimalistic user flow.

Skills: Figma, User Research & Analysis: Interviews and Surveys, Persona Creation, Mobile User Experience Design, Interaction Design, Wire-framing, Low to High Fidelity Prototyping

- **Santa Cruz Redesign** | <https://www.gabrielaed.com/santa-cruz-website-redesign>

A government website redesign approach of step by step page designs focusing on heuristic evaluations to identify potential user challenges with proposed solutions on high fidelity wireframes and prototypes.

Skills: Figma, Persona Creation, Heuristic Evaluation, Mobile and Desktop User Experience Design, Interaction Design, Wire-framing, Low to High Fidelity Prototyping

- **North Bay Live Music Redesign** | <https://www.gabrielaed.com/north-bay-live-music-website-redesign>

Local Bay Area music event website redesign focusing on improving user experience and UI for users to more effectively locate local live music and bands. Utilizing user research along with conducting stakeholder interviews a focus on standard features and UI were prioritized.

Skills: Figma, Stakeholder Interviews, User Research and Analysis: Interviews and Surveys, Persona Creation, Mobile and Desktop User Experience Design, Interaction Design, Wire-framing, Low to High Fidelity Prototyping