

# Victoria Flores

artist // techie // designer // creative

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## EDUCATION

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FALL 2008  
to SUMMER 2015

### STANFORD UNIVERSITY | Stanford, CA

Master of Computer Science | Depth in Human-Computer Interaction | Class of 2015  
Bachelor of Arts in Art Practice | Award of Excellence Recipient | Class of 2012  
Stanford in Florence Bing Overseas Study Abroad | Art Practice focus | Fall 2010

FALL 2004  
to SUMMER 2008

### FORT WORTH ACADEMY OF FINE ARTS | Fort worth, TX

Salutatorian, AP Scholar, National Hispanic Scholar, Distinguished | Class of 2008

## EXPERIENCE

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MAY 2021  
to DEC. 2021

### SENIOR UX/PRODUCT DESIGNER | Molekule | San Francisco, CA

Designed the newest feature of à la carte filter purchasing and account/subscription management for the mobile app. Collaborated closely with firmware to optimize/benchmark Air Pro bootloader capabilities for animation, migrated/expanded design system in Figma, and contributed to design exploration for connectivity and scheduler team projects.

MARCH 2021  
to MAY 2021

### EXPERIENCE DESIGN CONSULTANT | Preamble | Los Angeles, CA

Crafted early-stage branding/identity, website, pitch-deck, and marketing assets.

JAN 2021

### PRODUCT DESIGN CONSULTANT | Kickoff | New York, NY

Distilled the user journey for nutrition logging feature and prototyped MVP upgrades.

APRIL 2019  
to APRIL 2020

### UX & BRANDING EXPERIENCE DESIGNER | Polarr | San Jose, CA

Spearheaded branding design, research, and its integration; for the company (composing new visual/semantic guides and direction), product (Aura MVP prototyping/branding), and marketing growth (user research and asset creation for AI platform and Aura beta).

FALL 2016  
to WINTER 2018

### EXPERIENCE DESIGN CONSULTANT | Leiden, The Netherlands

Freelanced for a bouquet of small European/American companies primarily focusing on early-stage branding, UI systems, need-finding, and MVP development using design thinking to concept, position, pivot, and improve product development trajectories.

SPRING 2016  
to SUMMER 2016

### DESIGN GROWTH CONSULTANT | Polarr | Cupertino, CA

Conducted design research/workshops to formulate and create a new branding and identity proposal for Polarr's improved presence in the computer vision mobile photography industry.

JUNE 2012  
to MAY 2014

### UX RESEARCHER | Stanford Graphics Lab | Stanford, CA

Performed R&D for Code[x] E-Textbook project focusing on defining new narrative constructs and methodologies, prototyping, and aesthetic analyses for future digital book design.

## SET DESIGN

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FALL 2015

**SCENIC DESIGN STUDIO ASSISTANT** | Daniel Ostling Set Design | SF, CA

2010 - 2014

**SCENIC DESIGN STUDIO ASSISTANT** | Erik Flatmo Set Design | SF, CA

SUMMER 2013

**SCENIC ART INTERN** | Williamstown Theater Festival | Berkshires, MA

2009 - 2012

**SCENIC DESIGNER/CHARGE** | Ram's Head Theatrical Society | Stanford University, CA  
Designed and led painting crew for *Aida*, *Into the Woods*, *Oedipus*, and *The Last Five Years*.

## TEACHING

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WINTER 2015

**COURSE ASSISTANT CS247: HCI DESIGN STUDIO** | Stanford

Prepared materials for studio/lecture activities, graded work, held office hours for critique, and organized final presentation event; TA for 'Data Narratives' studio led by Jofish Kaye.

SUMMER 2014

**COURSE ASSISTANT CS193C: CLIENT-SIDE TECHNOLOGIES** | Stanford

FALL 2013

**COURSE ASSISTANT CS105: INTRO TO COMPUTING** | Stanford

FALL 2012

**COURSE ASSISTANT CS108: OBJECT ORIENTED PROGRAMMING** | Stanford

SUMMER 2012

**ARTS INTENSIVE PROGRAM ASSISTANT: MOZART ON THE MAKE** | Stanford

## PROJECTS

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MAY 2014  
to JUNE 2015

**CLOUD ARCHITECTURE COLLECTIVE** | Global & Bay Area, CA

Experience designer for their first website and 'Common Ground' urban design installation.

JANUARY 2012  
to JUNE 2014

**STANFORD SOLAR DECATHLON TEAM 2013** | Stanford

As CS team lead, I collaborated with the core team and led concept and R&D for the creation of Start.Home's eco-behavior-centric energy monitoring and control system.

OCTOBER 2011  
to JUNE 2012

**STANFORD SENIOR CABINET/SENIOR FORMAL COMMITTEE 2012** | Stanford

Led design and campaign for 'Senior Formal 2012' with record turnout at SF Winery.

## SKILLS

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### TECHNICAL

Java/C++/C  
HTML/CSS/JS

### LANGUAGES

English (fluent)  
Italian (advanced)  
Dutch (basic)

### TOOLS

Figma  
Illustrator  
Photoshop  
InDesign  
Sublime  
WYSIWYGs  
SketchUp

### HCI

Design Thinking  
Concept Dev.  
Rapid Prototyping  
Behavioural Design  
Heuristic Eval.  
User Research  
Data Visualization

### CREATIVE

Branding/Identity  
Scenic Design  
Model Making  
Hand Drafting  
Illustration  
Concept/Strategy  
Wet/Dry Media