

# Bella Hardy

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## EDUCATION

**University of California, San Diego**, La Jolla, California

Graduation: June 2024

Major: Bachelor of Science in Cognitive Science: Design, and Interaction

Minor: Computer Science Engineering

## SKILLS

**UI/UX:** A/B testing, user testing, user research, competitive analysis, interaction design, prototyping, and wireframing

**Softwares:** Figma, Adobe Creative Suite, Canva

**Programming Languages:** JAVA, Python, C++(STL), HTML, CSS, React.js, R

**Other:** leader, responsible, creative, work ethic, collaboration, communication, attention to detail

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## CODING PROJECTS

**Bella Hardy Photography Website** ([LINK](#))

- Designed and implemented a website for my photography business
- Holds other UI/UX projects and pictures

**Super Wiki** ([LINK](#))

- A React-based web application focused on superheroes and their details.
- Utilizes a superhero API as the primary data source.
- Offers an interactive and user-friendly interface for searching and exploring superheroes.

## UI/UX Projects

**Bijoux - Digital Locket** ([LINK](#))

- Explored the UI/UX by performing market research, user testing, and financial analysis for a startup company and awarded grant money twice for the best product, design, and overall startup
- Implemented A/B testing methodologies, improving user engagement & conversion rates, demonstrating proficiency in UI/UX design principles.
- Created several Figma prototypes based on interview feedback for both a mobile application and a physical prototype of a digital locket.

**Gel-X by Gina** ([LINK](#))

- Led team project collaborating with a small business nail artist, Gel X by Gina, designing & prototyping a user-friendly mobile and desktop website using Figma.
  - Conducted a thorough competitive analysis & held weekly client meetings to gather feedback, ensuring alignment with client goals and optimizing design decisions.
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## EXPERIENCE

**CSE Tutor, UC San Diego** ([LINK](#))

August 2022 - Present

- Course: Intro to Programming in Python
- Mentoring 600 students, holding office/lab hours, grading, preparing, and testing assignments
- Helping approximately 120 students weekly with various questions and hosting labs.

**Director of TritonHacks Hackathon, UC San Diego** ([LINK](#))

June 2022 - Present

- TritonHacks is a Hackathon put on for high school students in the San Diego area specifically targeting underserved communities to make coding more accessible to all.
- Managed the creation of Java, Python, Web (HTML/CSS), and Scratch-based projects and served as a mentor during the event.
- Managed 35 staff members, 100 students, and 15 judges, as well as serving as a mentor during the event.
- Works with [MLH](#) (Major League Hacking) as both staff for the event and as a mentor.

**Bella Hardy Photography** ([LINK](#))

March 2017 - Present

- Awards: top 10 in washington state (x2) Publications: Dreamy Magazine (March 2021)
- Portraits, Architecture, Corporate & Landscape Photography
- Created digital marketing content for corporate clients such as Zillow, Essentia Water, All-State, and Alpha Graphics
- Managed all bookings, shoots, post-production, customer service, and financial aspects of the business.