

SENECA RUBIANES

PRODUCT & EXPERIENCE DESIGNER • CREATIVE STRATEGIST • CROSS-FUNCTIONAL COLLABORATOR

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Portfolio: designsbyseneca.com

PROFESSIONAL SUMMARY

Impact-driven multidisciplinary professional with experience building programs, leading collaborative initiatives, and designing engaging experiences across education, nonprofit, public sector, and technology environments. Take initiative, improve systems, manage cross-functional projects, and transform ideas into thoughtful, user-centered solutions from curriculum and branding to digital experiences and community engagement. Recognized for combining creativity, empathy, and strong organizational skills to foster collaboration, increase engagement, and contribute to thriving, people-centered work cultures.

LEADERSHIP & DESIGN EXPERIENCE

Visual & UI/UX Design Instructor • Digital NEST

Aug 2025 - Present | Modesto, CA

- Built and launched a beginner-friendly Visual & UI/UX Design learning pathway from the ground up, creating 80+ curriculum lessons, workshops, and project materials that expanded access to free design education for youth ages 14–24 and increased participation across semesters.
- Facilitated 50+ classes, workshops, and studio sessions teaching UI design, Figma, branding, typography, prototyping, and visual storytelling; mentored 10+ youth designers in developing portfolio-ready projects while improving engagement, confidence, and project completion.
- Led cross-functional initiatives to strengthen member experience, branding, and program visibility by creating 30+ design assets, co-developing an organization-wide visual style guide used across 5 locations, improving recruitment strategies, and redesigning youth-centered creative spaces.

Senior Design Associate • BizzNEST Career Accelerator Program at Digital NEST

Aug 2024 - Present | Modesto, CA

- Stepped into a leadership role during a team transition, managing a cross-location branding project across two centers; facilitated weekly syncs, resolved team conflicts through open dialogue and re-scoping, and delivered a final brand package that streamlined priorities and empowered intern development.
- Spearheaded the creation of a centralized Figma-based design system, applying design thinking principles to build reusable components, tokens, and interaction guidelines; led internal training sessions to onboard interns and scale consistent design practices across multiple teams.
- Managed 15+ high-impact deliverables from web redesigns and brand assets to promotional materials, while interfacing directly with clients; leveraged tools like Asana and Notion to track progress, maintain timelines, and translate feedback into clean, compelling visual solutions.

Digital Design Intern and Event Coordinator • Bay Valley Tech

Apr 2024 - Aug 2024 | Modesto, CA

- Created 50+ projects in graphic, website, app, and branding design to promote businesses online.
- Strategized and implemented digital marketing tactics, from content creation to email marketing, to establish and grow businesses via social media.
- Coordinated 20+ networking events and opportunities in Northern California for a tech community group of over 1000 people.

Performance & Costume Design Coordinator • Samahang Pilipino Cultural Night at UCLA

Jul 2022 - Jun 2023 | Los Angeles, CA

- Led a 55-member team within a 33-person leadership board to deliver one of UCLA's largest student-run cultural production.
- Directed costume design, choreography, and cultural education, managing multiple timelines and priorities.
- Collaborated with cultural advisors to ensure respectful representation and adapted designs based on feedback.
- Placed 3rd in a fundraising campaign that raised over \$15K.

Substitute Science Teacher • AGBU Manoogian-Demirdjian School

Aug 2022 - May 2023 | Winnetka, CA

- Developed and delivered 15 weekly science lesson plans for grades 6–11 for 4 months with minimal supervision, adapting teaching methods to diverse student needs and curriculum goals.
- Collaborated with fellow educators to enhance curriculum delivery and student outcomes.
- Analyzed student performance data and provided personalized feedback to 80+ students, fostering a supportive learning environment.

SKILLS

- UI/UX Design & Prototyping
- Visual Design & Brand Systems
- Curriculum & Program Development
- Cross-Functional Project Coordination
- Human-Centered Design
- Creative Problem Solving
- Stakeholder Collaboration & Facilitation

EDUCATION

Bay Valley Tech Free Code Academy

Jun 2024

Digital Design Bootcamp

University of California, Los Angeles

Sep 2022

Biology B.S., Science Education Minor