Adrian Cordova

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EDUCATION

Rutgers University — **New Brunswick, NJ**
BS in Information Technology & Informatics (GPA: 3.513) — *May 2025*

- **Relevant Coursework:** Human-Computer Interaction, Web Design, Advanced Web Design Technologies, Structure of Information, Creativity Innovation and Entrepreneurship, Applied Research in Information Technology
- **Certificates:** IBM Accelerate - Design 2023

WORK EXPERIENCE

Medal — **New York, NY**
Product Design Intern — *April 2026-July 2026*

- Shipped Medal's first in-app appeals flow, replacing an email-only Freshdesk path so users can contest a moderation action without leaving the product; designed the violations surface, submit modal, and outcome states with Trust & Safety engineering for frontend handoff.
- Translated Medal's brand guidelines into a web design system which includes type and color tokens plus 12 responsive components. Designed a supporting Claude Code command and markdown spec to enforce it, generating ~85% of a page; shipped 10 marketing pages on it, with the system still in use for pages built after my internship.
- Designed Medal's first tablet breakpoints for iOS and Android, adapting core surfaces like feed, profile editing, and posting into dual-panel layouts.

Infilla — **San Francisco, CA (Remote)**
Product Design Fellow — *October 2025-January 2026*

- Conducted end-to-end UX research including competitive analysis, user surveys (n=10), and usability testing (n=5) to inform AI integration strategy for city planning platform.
- Designed AI integration strategy for regulatory search platform, balancing AI capabilities with user skepticism (50% wanted to verify AI interpretations themselves).
- Designed side drawer preview, suggested filters, and file upload features that achieved 100% task completion in concept tests, with all 5 participants rating experience as improved over current search.

Innovation, Design, and Entrepreneurship Academy at Rutgers — **New Brunswick, NJ**
Student Design Researcher — *May 2023-August 2023*

- Delivered a fully redesigned WordPress site and design documentation, while aligning with accessibility standards and the organization's community-focused goals.

PROJECT EXPERIENCE

pokeirl.xyz — **New York, NY**
Product Design - Side Project — *July 2026*

- Designed core user flows and a component-level design system in Figma for a realistic Pokémon team generator; used Figma MCP with Claude Code to translate designs directly into a production Next.js build, integrating PokéAPI and Smogon data to render realistic team compositions
- Owned launch end-to-end, from social metadata to go-to-market across X and LinkedIn

Allervys — **New Brunswick, NJ**
Product Design - Student Project — *January 2025-May 2025*

- Proactively ran on-site guerrilla interviews with 3 fast-casual managers after 22 cold-email attempts stalled, uncovering 0 % use of dedicated food-safety software, sub-15-hour formal training at one location, and recent contamination incidents at 2/3 stores.
- Translated research into a Figma prototype with 3 key flows like real-time incident alerts, ingredient/allergen lookup, multi-camera dashboard, and backed it with 2 personas, and a business-model canvas that links UX decisions to legal-risk KPIs.

SKILLS & INTERESTS

Skills: Claude Code | Figma | Figjam | Framer | Adobe Photoshop | Amplitude | HTML/CSS/JS | A/B testing | Customer Discovery | User Interviews