

# TJ CATABAY

La Jolla, CA | [tjcatabay.com](http://tjcatabay.com) | tj.catabay@gmail.com | (805) 766-8230

## EDUCATION

### University of California, San Diego

B.S. in Cognitive Science with a Design Specialization | Minor in Marketing

La Jolla, CA

March 2026

- **Relevant Coursework:** Usability and Information Architecture, Practicum in Professional Web Design, Data-Driven UX/Product Design, Prototyping, Field & Research Methods, Statistical Analysis
- **Awards/Honors:** Regents Scholarship, Quarterly Provost Honors

## WORK EXPERIENCE

### Bridge the Gap San Diego

San Diego, CA

Graphic Design Intern

October 2024 - May 2025

- Increased audience engagement and event attendance as measured by social media impressions and event attendee count, by designing engaging marketing graphics using Figma
- Collaborated with a team of Board Members, Marketing Interns, and Graphic Design Interns to develop and refine creative concepts, delivering high-quality and cohesive marketing materials for digital and physical platforms

### The Deejays & Vinylphiles Club @ UCSD

La Jolla, CA

Marketing Intern

December 2024 - June 2025

- Increased social media engagement and impressions by designing eye-catching marketing graphics and videos, as measured by higher views, likes, and comments across social media platforms

## DESIGN PROJECTS & ACTIVITIES

### Kanpai BBQ and Shabu Website Redesign

San Diego, CA

UI/UX Design Project

January 2025 - March 2025

- Collaborated with a cross-functional team of UI/UX designers and stakeholders to revamp Kanpai's website, focusing on accessibility standards and intuitive navigation optimized for both mobile and desktop platforms
- Designed and implemented a modern, mobile-responsive interface in Figma using user-centered design principles, while streamlining site architecture and visual hierarchy through user research, user flows, and usability testing

### DocHub Website Redesign Case Study

San Diego, CA

UI/UX Case Study

January 2025 - March 2025

- Communicated project impact and process as measured by a fully developed case study website, by writing clear and compelling content that showcased user research, team collaboration, and final design outcomes
- Demonstrated client-centered design thinking as measured by positive peer and instructor feedback, by authoring a detailed narrative that documented collaboration with our clients and iterative design decisions

### In-N-Out Ordering Kiosk

San Diego, CA

UI/UX Design Project

November 2024 - December 2024

- Designed an interactive In-N-Out ordering kiosk prototype using Figma, incorporating intuitive navigation and brand-aligned visuals to streamline the user experience and reflect the company's identity
- Applied iterative design thinking to identify pain points in existing ordering systems and analyzed feedback from over 20 user test sessions to refine the interface, enhancing clarity, speed, accessibility, and overall usability

## SKILLS & INTERESTS

**Computer:** Figma, Inkscape, Canva, Python, Java, Davinci Resolve, Google Suite, Microsoft Office (Excel, Powerpoint)

**Skills:** Prototyping, Mobile and Web Design, Digital Marketing, Product Marketing, Brand Marketing, Video Editing

**Languages:** English (Native), Tagalog (Proficient)

**Interests:** Graphic Design, Video Editing, Music Production, Dancing, Fitness, Fashion, Asian Fusion Cuisine, Cafés