

SEBI PERRY

I blend visual systems thinking with a deep interest in brand storytelling and interface design. Whether designing for clarity or character, I focus on the moments where structure meets style.

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📍 Santa Cruz, CA

🌐 [Portfolio](#)

EDUCATION

2021 - 2025

UNIVERSITY OF
CALIFORNIA, SANTA
CRUZ

B.S Cognitive Science -
GPA: 3.67

LANGUAGES

Spanish

Fluent in Speaking,
Reading, and Writing

UX SKILLS

Product Thinking
Visual Design
Interaction Design
Design Systems
Stakeholder Management

TOOLS

Figma, Adobe Suite, Asana,
SPSS, R Commander,
Blender

PROGRAMMING

Python, JavaScript, HTML,
CSS, React, C

EXTRAS

UCSC Dean's List
UCSC Triathlon Club
UCSC Chess Club

WORK EXPERIENCE

UX Design Intern

Digital NEST

Aug. 2024 - Present

Watsonville, CA

- Developed a 3-year strategic design plan tailored to stakeholders and donors, translating long-term vision into clear visual and communication strategies.
- Led a full redesign of multiple client websites, enhancing UI consistency, accessibility, and user engagement using Figma and responsive frameworks.
- Redesigned and optimized the Digital NEST donation page, improving information hierarchy and call-to-action clarity to increase donor conversions.
- Created comprehensive brand guidelines for a mock company, establishing visual systems for typography, color, and layout across digital platforms.

Main Client: Adobe

Jan. 2025 - June 2025

- Designed product tutorial experiences for Adobe, enhancing Non-Profit engagement with their tools and collaborate with Adobe teams to align content strategy with user needs and behavior
- Developed storyboards of tutorial experiences through user interviews and cognitive walkthroughs leading to extension of contract to further support UX initiatives for Non-Profits through product development

UX Designer

Pecan FO

June 2023 - Present

San Diego, CA

- Led design and deployment of a professional website for a family office, combining visual design excellence with strategic client needs.
- Managed Figma-based workflows to develop wireframes and high-fidelity designs, collaborating directly with stakeholders for iteration.
- Oversaw deployment and analytics tracking using Vercel, ensuring continuous optimization post-launch.

Visual Designer & Co-founder

Squapa

May 2025 - Present

Santa Cruz, CA

- Developed a complete brand identity system including logomark, logotype, custom typography pairings, and a nature-inspired color palette.
- Designed and compiled brand guidelines detailing voice, mission, values, and clear rules for logo usage, spacing, and visual consistency.
- Established a visual direction for photography and layout, curating imagery that reflects Squapa's ethos of outdoor creativity and freedom.
- Collaborated with co-founders to define brand strategy and tone, with future plans for merchandise, digital assets, and web design.

PROJECTS

Career Specialist and Educator Networking Website - 10 weeks

- Conducted user research through **interviews** with college advisors and high school students, identifying key pain points in career navigation and translating insights into actionable **design solutions**
- Collaborated with a **cross-functional team** over 10 weeks to develop a career networking website, applying UX principles to facilitate communication between students, educators, and professionals