

Nairobi Canchola

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EDUCATION

University of Texas at Arlington

Bachelor of Arts in Communication Technology. Focus in web design, user experience/UI design, and digital media production.

Present

Tarrant County College

Associate of Arts. Dean's List. GPA: 3.8.

2025

ACTIVITIES & LEADERSHIP

UX Design Club, University of Texas at Arlington

Aug 2026 – Present

President

- Lead club operations, member expansion, and external partnerships to grow the UX Design community at UTA. Host workshops and coordinate collaborations with the AIGA Dallas chapter. Secured member spots at the annual Big Design conference in DFW.

UX Design Club, University of Texas at Arlington

Jan 2026 – May 2026

Corporate Relations

- Expanded member-to-career pipelines by sourcing industry guest speakers and planning agency tour events to build professional networks for UTA design students.

Movers Unlimited Touring Dance Company, Hurst TX

Aug 2023 – Dec 2025

Student Leader

- Supported the Director of Dance across all team events through advertising, public relations, and organization. Designed promotional flyers for fundraisers and concerts.

PROJECTS

BudgetBud: A Case Study

Jan 2026 – May 2026

University of Texas at Arlington

- Conducted user interviews with 5 UTA college students to identify a shared pain point around budgeting and expense tracking.
- Developed Personas, Empathy Maps, Journey Maps, and Information Architecture during the discovery and definition phase.
- Designed low-fidelity and high-fidelity wireframes in Figma, including a component system and structural revisions.
- Evaluated prototype logic using Cognitive Walkthrough and Heuristic Evaluation methods with 5 real user subjects, iterating and documenting 3 final design changes.

Design and Marketing Strategist

Dec 2024 – Present

Taco Azul, Arlington

- Managed social media marketing, advertising, graphic design, and web design and development for a small business.
- Built TikTok, Instagram, and Facebook presence from the ground up; currently expanding to Google.

Search Engine Optimization and Web Design Project

Aug 2026 – Present

University of Texas at Arlington

- Designed and built the Gioia Hairdressing website independently, handling all design and development decisions.
- Researched and contributed SEO ranking factors for Gioia Hairdressing to improve organic search visibility on Google, collaborating with a project partner on the full research scope.

Social Media Marketing Project

Aug 2026 – Present

University of Texas at Arlington

- Developed marketing strategies to increase audience reach for UTA's Communication Department social media accounts.

SKILLS

Design: Figma, Wireframing and Prototyping, Responsive Design, Adobe Creative Suite

UX: UX Research, Digital Media Production

Web and Development: HTML, CSS, JavaScript, PHP

Marketing: Social Media Marketing, SEO

Languages: English, Spanish

AWARDS & HONORS

- Donald and Dorothy Bunnell Endowed Scholarship in Communication, 2026-2027: merit-based award recognizing outstanding students in the UTA Department of Communication.
- Merit-based Transfer Scholarship, 2026-2027.