

Paloma St.Clair

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Skills

Figma, UX/UI, A/B testing, React, TypeScript, Front-end Development, UI Design, HTML/CSS, Data-Driven User Research, Card Sorting, User Flows, AWS, Git, SQL, Visual Design, UI Debugging, Automated UI Testing

Work Experience

Freelance Web Developer & UX/UI Designer

PSC Design Studio

April 2026 - Present

- * Designing websites for dermatologists, focusing on AI-optimized Squarespace websites
- * Created logos based on brand aesthetics
- * Launched a React.js touch-screen faculty and department directory for NYU's Civil Engineering Department

Software Development Engineer

Amazon Ads

Feb. 2024 - March 2026

- * Focused on improving ad creation and ad performance of display ads on Amazon.com for SMB advertisers.
- * Developed and launched an off-site conversion tracking console (Events Manager) for SMB advertisers to accurately attribute and analyze Amazon ad tag events.
- * Analyzed user interaction data using SQL to evaluate the efficacy of targeting-level bid recommendations; identified a 73% rejection rate, revealing a critical lack of user trust and price-point misalignment.
- * Designed, implemented, and analyzed a large-scale A/B experiment within the advertising bidder, resulting in a 1.5% uplift in Ad revenue for those campaign types.
- * Created a POC for a picture-in-picture ad format in Android Studio using React Native and AI tools.
- * Drove customer-obsessed culture by hosting a hackathon that launched new solutions for customer problems.
- * Identified onboarding gaps and optimized engineering documentation, significantly reducing ramp-up time and accelerating time-to-productivity for new hires
- * Conducted virtual interviews with customers to observe UI interactions to debug software issues

Senior Capstone - User Interface Design, User Research, Frontend Development

NYU Integrated Design and Media

Jan. 2023 - May 2023

- * Designed, researched, and implemented a website for first-gen students to navigate the college system
- * Interviewed and surveyed first-generation students to understand their specific needs when navigating the college process
- * Created Figma mocks from low-res mocks, conducted 1:1 user interviews, and revised mocks based on feedback

Leadership Experience

Intern Mentor

Amazon

June 2025- Aug 2025

- * Scoped out a three-phase intern project to fix data discrepancies in campaign optimization data jobs using AI.
- * Mentored an intern for 12 weeks, reviewed code, helped the intern debug issues, explained AWS services, and ensured the intern experienced the full software development cycle.

Education

New York University

Tandon School of Engineering

Sept. 2019 - May 2023

Bachelor of Science, Integrated Design and Media, minor in Computer Science

Concentration: Web Development & UX/UI Design

Affiliations & Hobbies

Hosting themed parties, painting, SoulCycle, [solidcore], yoga, NYU Tandon Dean's List, Color Stack Member, Hispanic Scholarship Fund Scholar, Rewriting the Code Member, National Society of Black Engineers Member