Wendy Orellana

Product Designer

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Experience

Designer | Freelance

Sep 2018 - Present / Miami, FL

- Managed an Etsy shop since 2018 called Little Study Buddy Shop; designed the logo, the marketing materials, and the items sold in the shop
- Designed podcast cover art, print materials, t-shirts, hats, and media assets for a comedy duo
- Created a logo and designed merchandise for a vegan influencer.

UI/UX Designer | Allocations

Oct 2021 - Apr 2022 / Remote

- Communicated with product managers & UX designers to translate project requirements & business objectives into polished user interfaces
- Created mockups, prototypes, & graphics using Figma & Illustrator; used Agile methodology to deliver solutions
- Worked with the Allocations Design System to keep products consistent & on-brand

Assistant | Colorz Salon & Spa

Dec 2018 - Oct 2021 / Miami, FL

- Handled clients with care & developed good relationships as well as helped with promotions & marketing
- Maintained a sanitary & inviting establishment to entice new business opportunities & maintain current customer base

Projects

Web Designer (Contractor) | Colorz Salon & Spa

Mar 2021 - Apr 2022 / Miami, FL

- Designed a website for a salon that showcased the salon's services & introduced clients to the stylists at the salon
- Conducted interviews to gauge user satisfaction
- Used Figma to develop prototypes & Webflow to create the website

UX Designer & Software Engineer | GeekText

Jan 2020 - Mar 2021 / Miami, FL

- Developed an online web application bookstore with a team using the SCRUM organization system; redesigned the website to improve user experiences
- Created a website that supported the following features: browsing & sorting, profile management, shopping cart, rating & commenting, & wishlist management

Education

Florida Int. University

B.A. in Computer Science

Coursera

Google UX Design Certificate

Skills

Design

UX strategy, User flows, Concept sketches, Wireframes, Prototypes, Mockups, Design systems, Branding

Research

User interviews, Usability testings, Competitor analysis

Tools

Design

Figma, Adobe XD, Illustrator, Photoshop, Premiere

Programming

HTML5 & CSS, JavaScript, Python, SQL, Django, WebFlow

Product / Project Managment

Jira, Hive, Slack, Notion