PROFILE SUMMARY

I am a Senior Digital Designer and a user experience enthusiast. I enjoy working across multiple platforms to create solutions that are both captivating and easy to use.

I have been working in the online industry for almost 8 years. Currently specialising in user-centered design methodologies, I'm looking for a position where I can put into practice my recent and collective knowledge. My goal is to find the best user-centered solution within a given constraint.

CURRENTLY

Working at The New Zealand Herald. APN News Media, Auckland.

Completed a UX course at Billy Blue College. Ultimo, Sydney.

MOST ACTIVE TECH SKILLS

Adobe Creative Suite. Photoshop. Illustrator. Indesign. Flash.

User flow & Prototyping. Axure. UXpin.

Development. HTML5. CSS3. Sass/Susy. Jquery. Git. Sublime.

ABILITIES

User Experience Methodologies.

Discovery of the best solutions through personas, user journeys, wireframes, prototypes, testing and iteration.

Visual and Interface Design.

Conversion of solutions into engaging and compelling visual designs.

EMPLOYMENT HISTORY

Senior Digital Designer - The New Zealand Herald

FEB 2011 - PRESENT

Currently creating unique user experiences, custom design and development for both desktop and mobile; designing solutions to display complex information; researching user needs and designing interactions to introduce new products; working across teams to find the best design solution.

- **Front end development.**
- **Applying user experience methodologies.**
- **Working with editorial on special coverages.**

SOFTWARE:
ADOBE CREATIVE SUITE - HTML5 CSS3 - SASS - GIT - MAPBOX - CARTODB - TABLEAU - AXURE

Web Designer - Moko Digital

NOV 2009 – OCT 2010

Created concepts, visual designs for websites and branding, as well as small custom developments. Mostly worked as a team to find solutions to evolve our client's brand online.

- **Visual design.**
- **Development.**

SOFTWARE:
ADOBE CREATIVE SUITE - HTML5 CSS3 - JQUERY - FLASH - VISUAL STUDIO

Designer for Web and Print - Trio Group

APR 2007 – NOV 2009

Designed for print and some digital edition work. Pre-press checks before production. Worked for renowned brands like Air New Zealand and Coca-Cola Amatil.

- **Print and Digital Editions**

SOFTWARE:
ADOBE CREATIVE SUITE - HTML5 CSS3 - FLASH - ADOBE ACROBAT

Designer for Web and Print | APN News and Media, Finda

MAR 2006 – APR 2007

Designed advertising for print and web; customised maps. Used their CMS and sometimes custom HTML to put online adverts on Wises Maps, Sella and Finda. Helped to create a workflow to convert print to online using XML in InDesign.

- **Design for print and some custom HTML.**

SOFTWARE:
ILLUSTRATOR - PHOTOSHOP - INDESIGN - ADOBE ACROBAT - HTML - FLASH

Graphic Designer - Ponto Forte Comunicações

MAR 2001 – FEB 2003

Designed for print and followed guidelines from brands and art directors. Experienced the design world first hand and developed my skills as a designer working on top Brazilian brands.

- **Designed following briefs and brand guidelines.**
- **Print and Mac Operator tasks**.

SOFTWARE:
ILLUSTRATOR - PHOTOSHOP - QUARKXPRESS - ADOBE ACROBAT

AWARDS

Best Innovation in Multimedia (2012)

Canon Media Awards - AUCKLAND

In recognition for all round excellence of work.

EDUCATION AND COURSES

UX Design & Research - Billy Blue College of Design - SYDNEY

MAY 2015

Practical and theoretical skills to research, design and test websites. Industry best-practices and tools for researching, designing and testing. Hands on practical projects. Planning, interaction design and usability testing.

- **Design research (Persona and customer journey maps).**
- **Wireframes and interactive prototypes (Axure).**
- **Usability testing and reports.**

UX Crash Course - Design Assembly - AUCKLAND

APRIL 2015

Hands-on experience of a digital UX design project from start to finish. In this intense workshop I was given practical experience about some of the most common activities in a typical user-centered digital design process.

- **Experience user research.**
- **Ideation and interaction design.**
- **Rapid prototyping and user testing.**

Diploma of Digital Media (with distinction) - MDS School - AUCKLAND

APR 2008 - FEB 2010

How to communicate using text, images and forms to create interactions. Graphic, motion and interactive design. PHP, ActionScript, Video Editing, Flash and Animation graphics.

- **Web design best practices.**
- **Design and development.**
- **Video, sound editing and animation.**

Formed part of the industry panel in 2012

Technologies for Multimedia - **School of Visual Arts - BA**

DEC 1999

Provided us with the knowledge and skills relating to graphics, audio, video, animation and web. This programme aimed to provide a broad range approach to digital media.

- **Digital illustration, animation and storyboarding.**
- **Digital imaging and video editing.**

Graphic Designer - **UM University - BUENOS AIRES**

DEC 1999 - OCT 2000

Conceptualisation and production of visual material that effectively communicate information and ideas for a wide range of media.

- **Design foundations: Typography, grids, color theory.**
- **Composition and images, editorial and layout.**

Graphic Designer - **Polytechnic Fernando Fader BA**

MAR 1990 - DEC 1996

Techniques and methodologies for design and promotion. This is a general foundation course running for three years with high school content and another three years of design specialisation.

SKILLS SUMMARY

Skill	Level	Rating
PHOTOSHOP:	EXPERT	●●●●●●●
ILLUSTRATOR:	EXPERT	●●●●●●●
INDESIGN:	ADVANCED	●●●●●●○
AXURE:	INTERMEDIATE	●●●●○○○
FLASH:	ADVANCED	●●●●●●○
DREAMWEAVER:	INTERMEDIATE	●●●●○○○
SUBLIME:	INTERMEDIATE	●●●●○○○
**CSS3	HTML5:**	ADVANCED	●●●●●●○
GIT:	BASIC	●●○○○○○
**SASS	SUSY:**	INTERMEDIATE	●●●●○○○
JAVASCRIPT:	BASIC	●●○○○○○
JQUERY:	INTERMEDIATE	●●●●○○○
ACTIONSCRIPT:	ADVANCED	●●●●●●○
TABLEAU:	INTERMEDIATE	●●●●○○○
MAPPING:	INTERMEDIATE	●●●●●○○
DATA VIZ:	INTERMEDIATE	●●●●○○○

PERSONAL

I am a New Zealander, originally from Argentina. I have been living in New Zealand for 11 years but I intend to move to Sydney permanently. My passions are design, art, yoga and dancing -currently learning tango. I'm coming to Sydney regularly to visit my friends and enjoy the dancing scene.