



**“Working smarter,
not harder”**

Contact

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- Be Dianelli Rea
- in Dianelli-rea

Skills:

Design

- ✦ Prototyping
- ✦ Wireframing
- ✦ Persona & Scenario

Research

- ✦ Interview
- ✦ Survey
- ✦ Comparative Analysis
- ✦ Usability Testing

Tools

- ✦ Illustrator
- ✦ Photoshop
- ✦ Premiere Pro
- ✦ Figma
- ✦ Invision

Education

Universidad UNISTE
2013 to 2016.
Guadalajara, Jalisco.
Digital Arts

Courses

CoderHouse
Mar 2022 to Current
Online Course
UX / UI Designer.

Languages

- ✦ **Spanish**
Native
- ✦ **English**
Conversational

Dianelli Rea.

Graphic Designer | UX / UI

¡Hello!

I'm a visual / graphic designer with a strong passion for UX/UI design focused on satisfying the end user needs, interested in making the interaction with technology easier and accessible to all.

I consider myself as a committed person and goal oriented with a passion for design. I always try my best at work and at life, whether in learning new stuff, patterns, tools, technologies, methodologies, etc. Every new thing to work smarter but not harder.

Work Experience

✦ Fernice (Jan. 2021 - Mar. 2022)

- ✦ Content creation, in charge of proposing and designing all of the web content for the different products. Increasing the online sales.
- ✦ Community Manager, In charge of managing different social media from thinking about the copies to publishing the content created. Achieved the number of people interested in our products in social media up to 200%.
- ✦ Management and keep updated the website, working and helping with the developers by designing the web interface. Increasing my passion for UX/UI design.
- ✦ Content manager, for an online and physical magazine issued monthly, photographer for the different product yet to be released, places to visit, coordinating with sponsors, providers and clients to have the issues on time.

✦ Inbest.cloud (May. 2019 - Dec. 2021)

- ✦ Content Creation. For the 2 divisions of the company's social media, working side by side with the community manager and marketing strategist to keep the most updated information about the services offered by the company.
- ✦ UX Researcher, by working with the marketing manager attending clients whether by online meetings or in-place visiting, analyzing their expectations, priorities and what they needed to transmit, transforming that into a digital prototype and proposal.
- ✦ UI Designer, after making my research of the client needs and priorities, with the help of the web development team I designed different prototypes to be approved by the client.
- ✦ Internal communications, creation of e-books about the new technologies released to keep our clients updated, mailing design and brochures.

✦ Think Marketing (Jun. 2019 - May. 2020)

- ✦ General visual design, social media content creation for our different client's accounts like Mezcal Don Armando, Evans, Dolce Amore, Grupo Corona.
- ✦ All-around designer. Different clients with different needs, designed social media posts, marketing videos, Ad campaigns, banners, Website content.
- ✦ Internal communications, creation of e-books about the new technologies released to keep our clients updated, mailing design and brochures for the company's branches.

✦ Inobella (Mar. 2018 - Jun. 2019)

- ✦ Graphic Design, in charge of content creation for multiple social networks, helped the marketing team to keep updated with most recent content.
- ✦ All-around designer. Design of multiple types of products, since product catalog, photography, product display stands, tags, etc.

✦ Margrey (Sep. 2017 - Mar. 2018)

- ✦ Graphic Design, helped sales and marketing departments with designs for flyers, product catalog, brochures.
- ✦ Visual enhancement, for the company's products. Elaborate and enhance the different product lines tags.

✦ Finvivir (Mar. 2017 - Oct. 2017)

- ✦ UI Apprentice, Helped to propose, design and prototyping an interface for an internal mobile application to enable collaborators the use of internal RRHH interaction.
- ✦ Basic Design, Contribute to the designs for the internal communications, such as mailings, papers and content for employees.