

# Luciana Correa

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Graphic & UI/UX Designer  
Based in Argentina

## Professional Summary

I'm a graphic and UI/UX designer with six years of freelancing experience, and two years as a translator within the health industry. Skilled in brand development, user-centered design, and empathetic communication, with the ability to enhance brand visibility and user engagement through an accurate understanding of users' needs alongside accessibility precautions. Passionate about solving design challenges that successfully help businesses thrive.

## Experience

### Freelance Graphic & UI Designer

Various Clients | 2018 - Present

- Created websites, manuals, and advertising materials for clients in the coaching and marketing sectors utilizing Adobe Software, HTML and CSS.
- Redesigned the website for Coaching y Psicología, increasing traffic by 24% and boosting course enrollments by 19%.
- Developed the visual identity for Coaching y Psicología, including logo design, newsletters, presentations, and eBooks.
- Enhanced brand visibility and user engagement through social media campaigns posts for small marketing entrepreneurs.
- Conducted user research and testing to ensure optimal UX for a tutoring app project.
- Managed successful newsletter campaigns promoting coaching and marketing courses utilizing mailchimp and other email marketing tools.

### Translator (Part Time)

Hospital Austral | 2022 - Present

- Facilitated communication between healthcare providers and non-English-speaking patients.
- Translated medical documents and interpreted verbal communications accurately.

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## Education

Nueva Escuela de Diseño

2013-2014

Web Designer

Escuela Da Vinci

2015-2019

Graphic Designer

### Certifications

2023-2024

Coursera UI/UX Design Specialization, Coursera Marketing Specialization.

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## Skills & abilities

### Design Tools

Adobe Creative Suite (Photoshop, Illustrator, Premiere, After Effects, Audition, Indesign), Figma, Webflow.

### Coding

HTML, CSS, JavaScript, Bootstrap, jQuery.

### Techniques

Usability Testing, Prototyping, Wireframing, Information Architecture, Responsive Design, App Design.

### UX Research

User Interviews, Surveys, A/B Testing, Qualitative and Quantitative Analysis.