

# Gabriela Saldaña Aguilar

UX Designer | Located in Mexico city

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## • EDUCATION •

BS, Computer System Engineering - ESCOM  
Instituto Politecnico Nacional

Coursera (online): Digital Product Management:  
Modern Fundamentals

Nielsen & Norman group (remote): UX Basic  
Training Interaction Design

## • TECHNICAL SKILLS •

**Design:** Information technology, Systematic design, Interaction design, Information Architecture, Content design, Interface design, user research, Web/Mobile design.

**Product management:** Agile (SCRUM), Storyboarding, Prototyping, User testing, Project management

**Web development technologies:** HTML, CSS, React

**Hardware Programming:** Arduino, RaspBerry

**Programming languages:** Python, Java, Node.js, C++, Javascript, PHP

**Relational DB:** SQL (MySQL)

## • SOFT SKILLS •

Critical Thinking  
Lateral thinking

Leadership

Learning  
Organization  
Storytelling  
Coaching  
Facilitation

Observation  
Analysis and Synthesis  
Strategic thinking  
Enthusiastic

## • SOFTWARE •

Sketch  
Figma  
Balsamiq  
Jira  
Trello  
Github/Bitbucket  
Gsuit  
InVision  
**Programming IDEs:** VisualStudio, PyCharm, SublimeText  
Google Analytics  
Git

## • LANGUAGES •

Proficient English  
Proficient Spanish

## • WORK EXPERIENCE •



### Wizeline - UX Designer FactSet

July 2020 - September 2020

- Designed the user experience, information architecture, logic and UI that with use of ML, guided the user to curate big amounts of information for keep training the AI algorithm and with this increase the confidence of the data selected for internal solutions.
- Lead the communication and strategy between UX and Dev team to work on the MVP development by small increments on different levels of fidelity as UX was validating deliverables.
- Participated on the story mapping for defining our first MVP.

### Wizeline - UX Designer Betterware

March 2020 - May 2020

- I participated in the migration plan of a big eco-system for a really big company. The challenge was to disappear the monolithic and legacy systems in order to bring a custom experience to the users instead of one big silo of user interface constrained by levels of accesses.
- I re-designed the new information architecture and user journey of each type of persona based on a qualitative user research.
- I designed and tested the prototypes for the monitor page where the reliability of up-to-date data is a big deal since this data is used to invoice the user.

### Wizeline - Software Engineer, UI Designer TaxLab

October 2018 - February 2019

- FrontEnd development and delivery of a tax booking platform for a client in L.A California, the application categorizes and provides useful filtering and reporting to the expenses and incomes provided by a bank account from the user.
- Designed the payment section for enabling the subscriptions business model based.
- Worked closely with the Product Owner to define the user journey for the payment section.
- Worked closely with the development team to define the strategy to follow for implementing payments using Stripe.

### Freelancing - FullStack Unicorn Rysh Electronica

October 2017 - April 2018

- I developed part of the web application FrontEnd and BackEnd using a REST (microservices) approach
- I took the role of Project Manager to ensure the delivery. Our agile methodology was SCRUM.
- I designed the logic and UI for the application taking a business analyst approaching.