Graciela Cesareo

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Front End Developer with experience in web technologies such as HTML, CSS, Javascript, and React JS with UX/UI background dedicated to create and optimize interactive, user-friendly websites. Focused on building interactive visual components for digital products. I aim to create user-centered digital products while keeping in mind their technical viability with strong attention to detail to deliver original and efficient web solutions. Eager to learn, problem solver, open to feedback. Ease to work in a team and adaptable. always focused on achieving team and business goals.

Experience

UX/UI Designer Consultant - Silikn   Mexico City, Feb 2020 - Apr 2020 (Project contract / Remote)
Tech startup based in Mexico City focused on the development and promotion of a cybersecurity hub based on open source technologies.
- Planned and executed user research in a sample of 100 individuals. Conducted one on one interviews to define user needs and match with business goals. Defined the main problems to be resolved.
- Organized the information architecture for the system for easy navigation and interaction. Created user flows to accomplish specific goals and helped build the site map application. Allowed the business to research and learn what information is important to the success of their product.
- Developed a style guide and design system, including components and micro-interactions for UI design. Considered usability, use cases, and the system status to improve error handling by the development team to reduce bugs in the production environment.
- Analyzed the technical feasibility of the implementation of open source technologies for the cybersecurity web application based on the design proposal. Helped the organization for determining whether the technical resources have the capacity for the system requirements.

Front End Developer - Multiplica   Mexico City, Oct 2017 - Nov 2019 (Remote)
Digital strategic consulting. The global company focused on user-centered designs and user experience to generate digital products.

- Participated in 4-5 projects, mainly in an e-commerce project for Telcel- América Movil, using Javascript, HTML, and CSS.
- Maintenance and refactoring of legacy code for system performance improvements and changed from old versions of libraries to new versions. Reduced load time 30% on the page, avoided lost customers at first rendering.
- Developed responsive web components with a mobile-first approach to fixed and avoid cross-browser and cross-device bugs optimizing functionalities in mobile devices. Developed a component list including an implementation guide to reduced the development and delivery times to the back-end team thus reduced launch to production from 3 to 1 month.
- Developed and planned a design system working closely with the user experience design team. Improved web page look and feel, bringing a homogeneous site to gain confidence by customers. Increased transactions in e-commerce by 20% at the first iteration.
- Participated in usability testing in prototypes of the e-commerce system, thus avoided a gap of communication between the development and design teams, thus reduced the time of new requirements implementation by 40%.
- Implemented Firebase real-time database and third-party authentications, such as Gmail, for an inside project to measure and manage employees' data, to boost performance using a rewards program. Achieved 90% of employees registered successfully on the system. Besides their performance increased by 50% during the first three months.

Skills

Programming Languages: Javascript, ES6, Typescript, HTML, CSS
Frameworks and libraries: React JS, JQuery, Bootstrap, BEM, SASS, Design Systems, Atomic Design Principles, Scaled Agile Framework (SAFe), SCRUM
Tools: Git, Github, WordPress, Jira, Prototyping, Sketch, Figma, Invision, Illustrator, Photoshop

Education

Ironhack Mexico City,
UX / UI Designer Bootcamp, Dec 2019 - Feb 2020
Laboratoria Mexico City
Front End Developer Bootcamp, Feb 2017 - Aug 2017
University of Mexico (UNAM)
Design & Visual Communication, 2012 - 2015