

Professional summary

Highly adaptable and collaborative email designer with over 4 years of experience in UX/UI, visual, and multimedia design. Skilled in Agile methodologies, ensuring efficient development within deadlines and constraints. Proven expertise as a lead designer and design specialist at Constant Contact, a leading US-based email marketing company. Demonstrated ability to communicate effectively, receive feedback, and iterate designs, emphasizing the importance of cross-team collaboration for successful project outcomes.

Experience

PRODUCT DESIGNER - CONSTANT CONTACT

Oct 2020 - Present

- Identify user pain points and create user flows to improve user experiences based on business goals and user testing results.
- Wireframe the user interface from low to high fidelity mocks, ensuring alignment with stakeholders expectations.
- Work closely with stakeholders, implementing feedback and presenting new design iterations.
- Creates complex prototypes for new product features and collaboration session meetings.
- Apply user-centered design principles and best practices.
- Conduct competitive analysis and collaborate with the research team.
- Suggest and create new components to expand the design system.
- Design and support the creation of visual and branding assess.

Tools

Adobe Creative Suite, Figma, Constant Contact, Klaviyo, Mailchimp, Jira, Miro, Sketch, InVision, Salesforce.

Web

HTML, CSS, WordPress.

Languages

English - C1

Spanish - Native

Research

Personas

Usability evaluation

Market research

A/B testing

Design

Wireframing

Prototyping

User interface (UI)

Information architecture (IA)

Storyboards

Journey maps

Tools + Tech

Figma, Miro, Sketch, InVision

Adobe Creative Suite

HTML, CSS.

LEAD DESIGNER - CONSTANT CONTACT

Jan 2020 - Oct 2020

- Design flexible, mobile and desktop friendly email template layouts, working closely with developers.
- Audit and provide feedback to other designers.
- Train new staff.

Tools

Figma, Photoshop, Illustrator, Constant Contact, Jira.

DESIGN SPECIALIST - CONSTANT CONTACT

Nov 2019 - Jan 2020

- Create custom email marketing templates for 100+ small and large businesses.
- Redesign old email designs to a more modern and easier-to-scan layout and content.
- Create brand guidelines based on clients' needs and target audience.
- Design responsive email templates to be used as part of the core and premium product offers.

Tools

Figma, Photoshop, Illustrator, Constant Contact, Jira.

Education and Certifications

Bachelor degree in graphic design

UASD University, Dominican Republic.

Associate's degree in Multimedia Technologist.

Technological institute of The Americas (ITLA), Dominican Republic.

EON Reality Certified AR & VR Developer Level 2

EON Reality VR Innovation Academy

EON Reality Certified AR & VR Developer Level 1

EON Reality VR Innovation Academy