

Taller: Consigue el trabajo de tus sueños

Crea un portafolio infalible

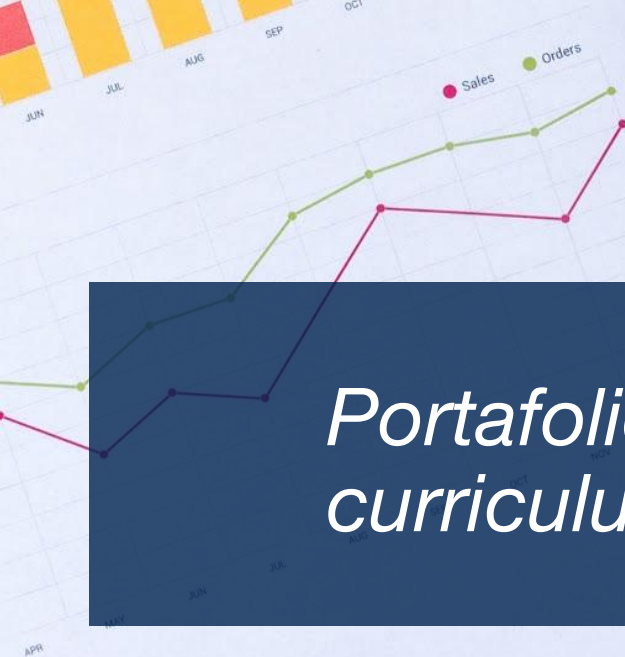
Belén Ceballos



@benjibel



¿Qué es un portafolio?



SAMANTHA BLACK
sales director

sales director

SKYPE
skype: sambqak

HOBBIES
creating websites
swimming
photography
body building



POSITION TITLE for company/tid

2003 - 2010

Short description of the position and the responsibilities you had in this position.

0078 0124 5612
eliettempage.com

COVER LETTER

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Belén Ceballos

I combine research expertise with design skills leading diverse teams into UX strategy.

CONTACT

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www.belenceballos.com

SKILLS

- Strategy
- Communication
- Leadership

Research

- A/B testing
- Card sorting
- Tree testing
- Ethnography
- Interviews
- Surveys
- Persona and scenario creation
- Remote and in person Usability testing

UX design

- Low/high fidelity design
- Sketching and prototyping
- Lean methodologies

Tools

- Sketch/Figma
- Marvel - Invision - Flinto
- Google Analytics
- Optimal Workshop
- UserZoom
- Hotjar

Curriculum

EXPERIENCE

UX Researcher at Platzi

Bogotá, Colombia | February 2017 - Present
Research strategy. Qualitative and Quantitative user research
Email Marketing strategy and implementation
In-house professor

User Researcher at Literator app

San Francisco | December 2016
Qualitative and Quantitative user research to identify core business metrics

Lead Product Designer at Brit's Wine app

San Francisco | August - September 2016
Redesign of Brit's Wine iOS app, a "Tinder for Wine" for millennials discovering wine.

Product Designer at Tradecraft

San Francisco | 2016 - December 2016
Full-time product design apprenticeship program with hands-on project work for startups, curriculum, and mentorship from industry practitioners.

Usability Analyst at despegar.com

Buenos Aires | February 2014 - December 2016
Remote and in-person user research, UX design at Latin America's biggest travel e-commerce.

SPEAKER

Comunidad de Realidad Virtual | Bogotá | November 2017
Hoy es Diseño | Cali | November 2017
Google Launchpad Build | Bogotá | October 2017
PlatziConf | Ciudad de México | Junio 2017
UX Workshops @Google Launchpad

EDUCATION

Universidad de Buenos Aires, Buenos Aires, Argentina –
Licenciada en Sociología, 2015
Universidad de Palermo, UX Design, 2015.
IDEO + NovoEd, Design Kit, October 2015.

LANGUAGES

English - French (Bilingual proficiency)
Portuguese (Professional working proficiency)



1. *Define tu objetivo*

A top-down view of various art supplies scattered on a white surface. In the upper left, there are several rectangular color swatches with different shades of purple, grey, and black. Below them, four writing instruments are arranged: two silver pens, one yellow pencil, and one silver pencil. To the left of the pens are three orange paper clips and one blue paper clip. At the bottom, there are more color swatches, including one with a gold leaf pattern. A dark blue semi-transparent rectangle is positioned in the lower-left corner, containing the text '2. Define el medio'.

2. *Define el medio*

3. Haz un esquema o prototipo

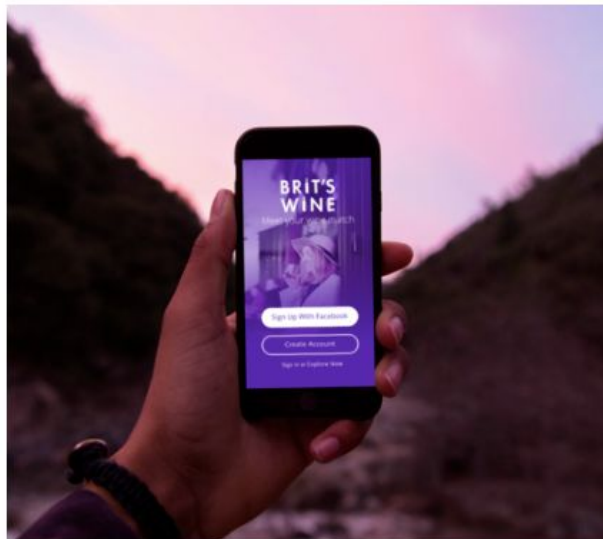




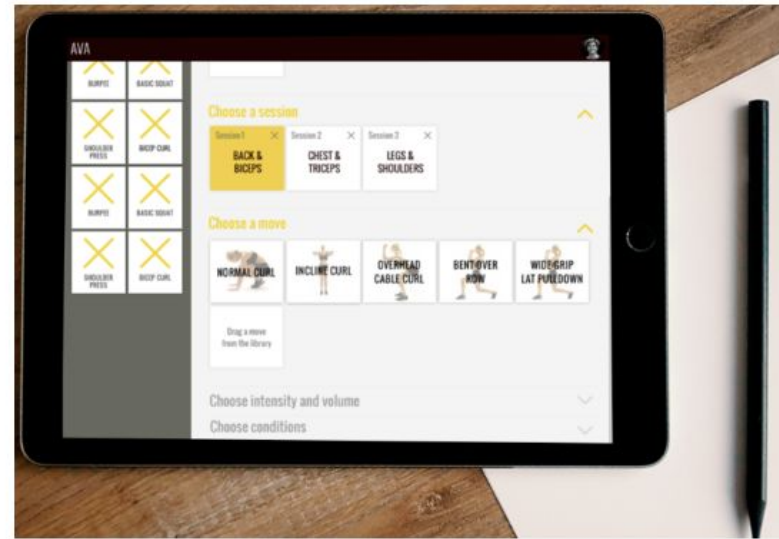
4. Sobre tí



- Transmite **quién eres**
- Define tus **aptitudes profesionales**
- Cuenta cuáles son tus anhelos de crecimiento: **¿en quién te quieres convertir?**



Brits Wine



Ava

5. *Tus trabajos*

A hand is holding a smartphone, displaying a grid of app icons on its screen. The phone is held in front of a laptop, with the keyboard and trackpad visible in the background. The scene is dimly lit, with the phone's screen being the primary light source.

6. *Mantente actualizado*



¿Y si no tengo experiencia?