



# Sandra Giraldo

UI/UX Designer | Sketch, Invision, Figma, Principle, Marvel, Adobe Illustrator, HTML, CSS

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I am a UX and UI designer who can easily understand clients' expectations, identify users' needs, and bridge them together with a digital solution. To build this bridge I use the 5 phases of the design thinking process: empathize, define, ideate, prototype, and test.

## WORK EXPERIENCE

- September 2018 – Present

Versailles, France

**UI Designer Freelancer**

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March 2019 – December 2019

**UI Design and visual identity – DC WEB APS**

- I created graphics, layouts, and Hi-fi wireframes for mobile and desktop versions of clients' websites.
  - I designed the layout for communication support: brochures, business cards, pull up banners, & social media graphics.

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September 2018 – Juin 2019

**UI Design and development – Offshadow**

- Design and development of different sections of the website: Homepage, login, join.
  - Set up e-mail templates: welcome, change password, new notifications.
- October 2016 – June 2017

Mountain View, California

**Graphic and web design – Konversai Inc**

- Design of flyers, posters, brochures, and multimedia graphics for the marketing team.
  - Design of digital mock-ups for the different sections of their website (Dashboard, FAQ, and user strategy).
  - Management of social media accounts.

## PROJECTS

- **UX / UI Design Project Ironhack – App design (MVP delivery)**

- UX: User research, Market analysis, Ideation, Feature prioritation, User flow, Mid-fi wireframes, Usability testing.
  - UI: Visual benchmark, Visual identity, Style tile, Hi-fi wireframes, Prototype, Desirability test.
- **Slowlution – Responsive website design**

- User flow, Sitemap, Mid-fi and Hi-fi wireframes, Prototype.

## EDUCATION

- March 2020 – May 2020

Paris, France

**Ironhack Paris**
- 2014 – 2017

Saratoga, California

**Associate's degree in Web and Mobile design**

## TOOLS

Sketch, Invision, Figma, Principle, Marvel, Adobe Illustrator, HTML, CSS, Wireframing, Prototyping, Usability testing.

## LANGUAGES

- Spanish : Native
- English : Fluent
- French : Fluent