ADRIANA LUISA DELA CRUZ

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WORK EXPERIENCE

User Experience (UX) Designer
Airly Studio
Cumila, Bangladesh
December 2022 - May 2024

Led the successful delivery of over 55+ design projects, including websites, landing pages, mobile apps, logos, branding materials, and motion designs showcasing versatility and leadership in diverse design initiatives

Designed intuitive user interfaces and conducted quality assurance audits, using Figma and InVision to create wireframes and prototypes that enhanced user experience

Facilitated seamless UX design handoffs to development teams, providing detailed documentation and guidance to ensure precise implementation of design solutions

Conducted comprehensive quality assurance (QA) testing and collaborated closely with developers, providing actionable feedback to ensure that the final products adhered to design specifications and user expectations

Curated and oversaw comprehensive design systems to establish consistent design patterns, components, and guidelines across projects, streamlining the design process and ensuring brand coherence

User Experience (UX) Designer
Decorum Technology & Research Center
Kathmandu, Nepal
April 2022 - December 2022

Acted as a key liaison between clients and internal teams, communicating project status, gathering feedback, and managing stakeholder expectations throughout the design process.

Created user personas, customer journey map, wireframes and prototype design to convey aspects of the final design's user-facing element

Conducted in-depth user research and business analysis to inform design decisions, ensuring alignment with both user needs and business goals.

Responsible for overseeing and taking the lead in the creation of the products' design, usability, functionality, branding, and design strategy.

Web Designer
Upwork (Freelance)
Kathmandu, Nepal
February 2022 - April 2022

Achieved a 100% job success rate across multiple projects, recognized as a "Rising Star" for outstanding performance and client satisfaction.

Designed user interfaces and developed both static and dynamic applications using HTML, CSS3, and JavaScript; proficient in Bootstrap framework, consistently delivering projects that meet all success criteria.

EDUCATION

BA Major in Political Science
College
Mindanao State University
General Santos, Philippines
Partially Completed Degree
2019-2021

Humanities & Social Sciences
Higher Secondary
Irineo L. Santiago National High School of Metro Dadiangas
General Santos, Philippines
2017-2019 (With Honors)

Special Program in Journalism
Junior High
Irineo L. Santiago National High School of Metro Dadiangas
General Santos, Philippines
2013-2017

TOOLBOX

Figma
Adobe Illustrator
Medibang,Krita
Figjam
Adobe Photoshop
Adobe After Effects
Lottie
Trello/Asana
Blender
Notion/Dropbox

SKILLS

User Interface Design
Prototyping
Wireframing
Motion Design
User Research
Design System
Information Architecture
User Flow
User Journey
Story Boarding
Competitor's Analysis
Usability Testing
HTML5, CSS3, Javascript, Bootstrap

CERTIFICATIONS

Google (November 2022)
Foundation of User Experience (UX) Design

Accenture (October 2022)
Digital Skills: User Experience

Aquent Gymnasium (June 2022)
Design Systems for Designer

Aquent Gymnasium (June 2022)
UX Fundamentals

Freecodecamp (January 2022)
Responsive Web Design