



Alejandra Maldonado
Senior UX UI Designer · Lead Design
Product Designer

CONTACT INFORMATION

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SUMMARY

Sr. UX / UI Designer with 7 years' experience and 14 years as Graphic Designer revamping web and mobile apps for start-ups and companies.

WORK EXPERIENCE

- ITJUANA (MICOACH)** Senior UX/UI Designer 05/2022 - Present
User interaction, experience, and cases for miCoach (corporate web app) or clients. Increased amount of users 75% and 50% SEO and Performance. Problem identification, research, benchmark, wireframing, HD mockups, prototyping, testing. User cases, design system, landing redesign, copywriting, brandbook, mailings, user research. Working nearly with the Development Team. New features proposals with stakeholders such as Product Owner, VPs, Directors, Managers and CEO.
- KINEDU SAPI** Senior Graphic Designer / UX/UI Designer 05/2019 - 02/2022
User flows, prototyping, and illustrations for web and mobile app. Score increase from 4.0 to 4.5 of usability on the first year. Design of illustrations and content adaptation for other teams. Mailings: HTML, CSS, MJML, Cerberus. Close involvement in design reviews with the Frontend and Backend teams, Product Managers, VP. Mentoring Jr. UI / UX Designers.
- GRUPO ROBIE** Senior Graphic Designer / UX/UI Designer 12/2017 - 03/2019
Successful and 100% finished release of Robie App. Design of interaction and experience guide, wireframes, user cases and flows, iconography, copywriting, branding for Apple & Google Play stores, benchmarks, landing pages, brandbooks, mailings, and promotional videos. Testing, social media and content creation.
- GRUPO INTERNACIONAL INNOVACION MOVIL** Senior Graphic Designer 02/2016 - 09/2017
Design Team Leader. Awarded as "Best Campaign" for 6 straight months. Responsible of landing pages advertising' via WiFi and WAP. Web design for banners, gifs, and images. Update of corporate mobile app. Branding for publishers and animations.
- HEINEKEN MEXICO** Graphic Designer / Photographer 03/2015 - 02/2016
Advertising design for the celebration of the 125th anniversary of the company. Graphic design for different media such as flyers, canvases, logos, t-shirts, invitations, social media, wall newspaper, SCYF events agenda. Photography and video for events. Support in the corporation's events.
- CREATIVIDAD PROMOCIONAL** Graphic Designer / Photographer 03/2013 - 03/2015
Increase of monthly sales to \$ 100,000 MXN. Support of new social photography service. Design creation, social, and product photography, large format printing and digital output, customer service.
- CENTRO DE IMAGENES VIDA** Graphic Designer / Photographer 09/2010 - 03/2013
Design creation, studio photography, large format printing and digital outputs, customer service.

SKILLS

Figma, Sketch, Invision, Useberry, Adobe Suite (XD, Photoshop, Illustrator, Indesign, Premiere, After Effects), Protopie, Useberry, Principle, Maze, Marvel, HTML, CSS, Sketchup, Microsoft Office, Google Suite, Corel Draw X7, Trello, Zeplin, Flinto, Craft Manager, Javascript, Jira, Miro, Scrum, Agile, User Research, Usability or AB Testing, .

EDUCATION

- Facultad de Artes Visuales, UANL, MX**
Bachelor of Graphic Design
Graphic arts, editorial design, image editing, illustration, branding, programming (HTML, CSS), marketing, multimedia, photography (studio, social, artistic).
- Monterrey Institute of Technology**
Online Certified
Development of apps for new emerging markets by Monterrey Institute of Technology.

LANGUAGES

Spanish / Native English / B2 - C1