



Alejandra Maldonado
Senior UX UI Designer · Lead Design
Product Designer

CONTACT INFORMATION

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SUMMARY

Collaborate on product and design development from planning to execution, achieving scalable and consumer-friendly results.

WORK EXPERIENCE

- ITJUANA (MICOACH)** Senior UX/UI Designer 05/2022 - Present
Led the end-to-end design process including wireframing, creating high-definition mockups, prototyping, and conducting user testing; contributed to a 35% increase in conversion rates and a 50% decrease in customer complaints. 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
Led and directed the Design Team, achieving 'Best Campaign' accolade for 6 consecutive months, while overseeing the creation of impactful landing pages for WiFi and WAP advertising. Revamped web design for banners, GIFs, and images, resulting in a 40% increase in click-through rates and enhancing brand presence across publishers.
- 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