



# 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** Senior UX/UI Designer May 22 | Today  
Design of interaction and experience guide, creation of flows and prototyping for web app. Problem identification, research, benchmark, wireframing, HD mockups, prototyping, testing. User cases, design system, landing redesign, iconography, copywriting, brandbook, mailings, user research. Close involvement in design reviews with the Development Team. Problem identification and new features proposals with team leaders such as Product Owner, VPs, Directors, Managers and CEO.
- KINEDU SAPI** Senior Graphic Designer / UX/UI Designer May 19 | Feb 22  
Work for Kinedu App - Android: Creation of flows and prototyping for app. Design of illustrations and content adaptation for other teams. Mailings: HTML, CSS, MJML, Cerberus. Kinedu Educators: Web / Mobile App. Development of flows and prototyping and image creation. Close involvement in design reviews with the Development Team (Frontend, Backend), Product Managers, VP. Mentoring Jr. UI / UX Designers.
- GRUPO ROBIE** Senior Graphic Designer / UX/UI Designer Dec 17 | Mar 19  
Creation and successful release of Robie App. Design of interaction and experience guide, wireframes, user cases and flows, iconography, copy writes, Apple & Google Play store pages, benchmarks, landing pages, brandbooks, frontend for mailings, and promotional videos. Testing, community management, and content creation.
- GRUPO INTERNACIONAL INNOVACION MOVIL** Senior Graphic Designer Feb 16 | Sep 17  
Interim Design Team Leader. Awarded "Best Campaigns" for 6 straight months. Creation of landings for portals via WiFi and WAP. Web content including banners, gifs, and images. Mobile app maintenance. Development of logos for publishers and animations. Landings approval.
- HEINEKEN MEXICO** Graphic Designer / Photographer Mar 15 | Feb 16  
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 Mar 13 | Mar 15  
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 Sep 10 | Mar 13  
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), Prototyping, 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