



Alejandra Maldonado
Product Designer · Lead Design
Senior Graphic Designer

CONTACT INFORMATION

Monterrey, Nuevo León, México
maldonadol.alejandra@gmail.com
+52 818 054 1443

OBJECTIVE

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

EXPERIENCE

Senior UX/UI Designer **ITJUANA, S. de R.L. DE C.V** 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.

Senior Graphic Designer / UX/UI Designer **Kinedu SAPI de CV** 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.

Senior Graphic Designer / UX/UI Designer **Robie App** 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.

Senior Graphic Designer **Grupo Internacional Innovación Móvil** 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. Review of the flow of landings.

Graphic Designer / Photographer **Heineken México** 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 execution and organization of events.

Graphic Designer / Photographer **Creatividad Promocional** 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.

Graphic Designer / Photographer **Centro de Imágenes Vida** Sep 10 | Mar 13

Design creation, studio photography, large format printing and digital outputs, customer service.

SKILLS

Figma, Sketch, Invision, Useberry, Adobe Creative Cloud (XD, Photoshop, Illustrator, Indesign, Premiere, After Effects), Principle, Marvel, HTML, CSS, Slack, Sketchup, Microsoft Office, Google Suite, Corel Draw X7, Trello, Zeplin, Flinto, Craft Manager, Javascript, Jira, Miro, Scrum.

EDUCATION

Facultad de Artes Visuales, UANL, MX Graphic arts, editorial design, image editing, illustration, branding, programming (HTML, CSS), marketing, multimedia, photography (studio, social, artistic).
Bachelor of Graphic Design

Monterrey Institute of Technology Development of apps for new emerging markets by Monterrey Institute of Technology.
Online Certified

LANGUAGES

Spanish / Native Language **English** / B2 - C1