



Alejandra Maldonado

UI/UX designer

Senior Graphic Designer

INFORMATION

Mexican, 30 years old, single
Monterrey,
Nuevo León
(812) 763 9928
maldonadol.alejandra@gmail.com

OBJECTIVES

Develop apps and projects from planning to launch. Apply my knowledge and experience to offer solutions regarding UI / UX.

EDUCATION

Facultad de Artes Visuales, UANL, MX
Bachelor of Graphic Design

Graphic arts, editorial design, image editing, illustration, corporate identity, programming (HTML, CSS), marketing, multimedia, photography (studio, social, artistic).

EXPERIENCE

Senior graphic designer / UI/UX designer

Kinedu SAPI de CV

May 19 | Today

Kinedu app: Android. Creation of flows and prototyping for app. Creation of illustrations, flows, content adaptation for other teams. Mailing templates: HTML, CSS, MJML, Cerberus. Kinedu Educators: Web / mobile app. Creation of flows and prototyping of the same. Image creation. Requirement review with continuous development team.

Senior graphic designer / UI/UX designer

Robie App

Dec 17 | Mar 19

Create and publish Robie App successfully. Interaction and experience guide design, collaboration with product manager, developers (iOS, Android, Web), wireframing, use cases and flows, iconography, text editing, design for Appstore & Google Play, testing, benchmark, uniform design, prototype for landing page, redesign for brandbook, frontend for mailings, electronic signatures, promotional videos, management of social networks, content creation.

Senior graphic designer

Grupo Internacional Innovación Móvil

Feb 16 | Sep 17

3 months as leader of the design team. 6 months as a designer of best campaigns. Creation of landings for portals via WiFi and WAP. Web content including portals, banners, gifs and images. Mobile app maintenance. Creation of logos for publishers, 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 image, 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

I generated \$ 100,000 pesos every month for 1 year in sales. I helped start the 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

Adobe Creative Cloud (XD, Photoshop, Illustrator, Indesign, Premiere, After Effects, Premiere), Sketch, Figma, Scrum, Invision, Principle, Marvel, Sketchup, HTML, CSS, Office (Word, Excel, Power Point), Google Suite (Drive, docs), Corel Draw X7, Trello, Slack

PLUS

Development of apps for new emerging markets by Instituto Tecnológico y de Estudios Superiores de Monterrey. Zeplin, Flinto, Craft Manager, Javascript.

LANGUAGES

Spanish / Native

English / B1-2