Alejandra Maldonado
Senior UX UI Designer · Lead Design
Product Designer

CONTACT INFORMATION

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SUMMARY

Led a 14-year career in Graphic Design, segueing into 7 years of Senior UX/UI Design & Product Design; excelled in transforming web and mobile applications for SaaS, EdTech, and Real Estate industries.

WORK EXPERIENCE

ITJ (MICOACH)   Senior UX/UI Designer   05/2022 - Present

- Led UX/UI efforts for ITJ platform "miCoach", resulting in a 2000% increase in user engagement and a 50% improvement in SEO.
- Conducted problem identification, research, and benchmarking to inform design decisions.
- Developed wireframes, HD mockups, and prototypes to visualize design concepts and gather feedback from stakeholders.
- Implemented a comprehensive design system and redesigned app's landing page to enhance user experience and conversion rates.
- Collaborated closely with the Development Team to ensure seamless implementation of design solutions.
- Presented design proposals to stakeholders, including Product Owner, VPs, Directors, Managers, and CEO, and incorporated feedback to drive decision-making and prioritize initiatives.

KINEDU SAPI   Senior Graphic Designer / UX/UI Designer   05/2019 - 02/2022

- Proficient in crafting user flows, prototyping, and illustrations for both web and mobile apps.
- Successfully launched the Kinedu Educators web app, resulting in a partnership with the Semper Altius school network valued at 30000000 MXN.
- Achieved a notable increase in usability scores from 4.0 to 4.5 within the first year.
- Designed illustrations and adapting content for various teams. Experienced in creating HTML, CSS, MJML, and Cerberus mailings.
- Engaged in design reviews with Frontend and Backend teams, Product Managers, and VPs.
- Responsible for mentoring 2 Junior UI/UX Designers.

GRUPO ROBIE   Senior Graphic Designer / UX/UI Designer   12/2017 - 03/2019

- Successful 100% release of the Robie App, overseeing design aspects including interaction guidelines, wireframes, and branding for both Apple and Google Play stores.
- Executed benchmarking, created landing pages, brand books, and promotional materials, while contributing to testing and social media engagement.

GRUPO INTERNACIONAL INNOVACION MOVIL   Senior Graphic Designer   02/2016 - 09/2017

- Leader of Design Team recognized with the 'Best Campaign' award for 6 consecutive months. Oversaw landing page advertising via WiFi and WAP, as well as web design for banners, GIFs, and images.
- Led the update of the corporate mobile app and handled branding for publishers and animations.

HEINEKEN MEXICO   Graphic Designer / Photographer   03/2015 - 02/2016

- Responsible for advertising design commemorating the company's 125th anniversary.
- Created designs across various media including flyers, banners, logos, t-shirts, invitations, social media, and wall newspapers.
- Managed 50% SCYF events agenda. Captured photography and video content for events and provided support during corporation events.

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