



Alejandra Maldonado

Design Lead · UI / UX Designer
Senior Graphic Designer

CONTACT INFORMATION

Monterrey, Nuevo León, México
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OBJECTIVE

Collaborate in product and design development from planning to execution to achieve amazing results that reflect my work.

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.

EXPERIENCE

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

May 19 | To date

Work for 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. Direct Report: Jr. UI / UX Designer.

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

Dec 17 | Mar 19

Create and release successfully Robie App. Interaction and experience guide design, wireframing, user cases and flows, iconography, copy writing, design for Appstore & Google Play, testing, benchmark, design and prototype for landing page, redesign for brandbook, frontend for mailings, promotional videos, community management, 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 landings, 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, 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

For a year, I generated \$ 100,000 MXN per month 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

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

PLUS

Zeplin, Flinto, Craft Manager, Javascript, Scrum.

LANGUAGES

Spanish / Native English / B1-2