

Ana Maria Roberts

UX/UI + PRODUCT + BRAND

<https://anamariag04.github.io/ana-roberts-site/>

Designer with knowledge in **HTML, CSS** and **JavaScript**.

10+ years of expertise elevating user experiences and driving business success through a commitment to empathy, emotional design, and design thinking.

Creating and innovating, considering aesthetics and powerful branding strategies.

CONTACT



+447895339415



anamariag04@gmail.com



/anamariag04



Preston, UK.

LANGUAGES

English
Spanish

SKILLS & TOOLS

Personal skills

Leadership skills
Empathic
Problem solver
Proactive
Committed

UX Skills

Creative
User research
Emotional design
Personas
Competitive analysis
Prototyping
Usability testing
Brand design

Tools

Adobe creative cloud, Figma,
Adobe XD, Marvel, HTML,
JavaScript, CSS and Microsoft
Office.
3D: Rhinoceros, Solid Works
Vray, Blender.

EDUCATION

UX Design + Front end development

CareerFoundry
GE
2023

MA In Design by Creative Practice

(Graduate with honours)
Liverpool Hope University
UK
2015

BA In Industrial Design

El Bosque University
COL
2012

RECENT UX/UI PROJECT

All-in-ONE app

09/2022 - 07/2023

Mobile app that can help users to manage all their main financial tasks and bank accounts in one place.

Design thinking process was the main research method as well as doing surveys, interviews, usability testing to understand, define, and ideate user needs and goals.
Moving on to creation of prototypes and iterating them according to personas needs, journeys, aesthetics, and usability, to provide effective and satisfactory results to users.

WORK EXPERIENCE

Senior/Lead product designer

Singleton Trading-Sinco, UK | 12/2018 - Present

- Create, design, and produce over hundreds of thousands of products for the most recognized retailers and children's brands around the world.
- Satisfying customers and working for brands such as, Mattel, Little tikes, LOL, Rainbow High, Paw patrol etc... and retailers such as, Harrods, Walmart, Tesco, Aldi, Carrefour, Hamleys, among others.
- Conduct research, analyze and create successful designs according to the customer and business needs, launching approx. 7 new lines per month.
- Create brands and style guides to bring on trend designs ensuring that identity and brand values are being kept. Conducting A/B testing, surveys, and interviews.
- Contribute to the development and optimisation of processes considering quality, cost, and resources. Speeding up processes by 60% per line without affecting any other factors.

Senior product designer

8th Wonder Ltd, UK | 12/2014 - 12/2018

- This job consisted in research, design, and creation of children's products for the main retailers mainly in the UK. Such as, Aldi, Asda, Morrisons.
- Contributed to innovate and build up communication with the far east to deliver user friendly products and services considering their techniques and resources.
- Improved branding and created style guides, product/services for Aldi EU and UK.
- Oversaw and approved products to be launched considering licensors, stake holders and business goals.
- Launched 1/3rd of a hero product range every year.