

Bellatrix Martínez

Product Designer

Contact

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01 PROFESSIONAL EXPERIENCE

- Mundo Keto • 2019 – Present • Remote

Founder • Product Designer

• Design product line and their packaging.

• Work closely with users to iterate on product and meet diet values and expectations

• Design website, sales and social media.

• Design brand assets.
- Green Light Group • 2017 – 2019 • Remote

UI/UX Designer • Contract

• Design the CRM for Green Light Group Tours so they can manage their tours logistics.

• Work closely with the founders and administrative team to understand their business needs, as well as with the development team to execute our solutions.

• Create wire frames, mockups, prototypes and document for implementation, revisions and usability, styleguides for consistency.
- Software Criollo • 2008 – 2017 • Remote

Co Founder • UI/UX Designer

• I worked closely with clients discovering their project needs. Created personas and user flows. Designed mockups and interactions. Turned mockups into web views. Worked closely with the development team for optimal implementations.

• I was responsible for leading the design team and overseeing different stages of the design process.

• Among our clients we can name: Zuniga Rinaldi, Green Light Group Tours, MyEZBuild, Todobebe, Kellogg University, University of California, among others.
- Sabo+ • 2007 • Miami, FL

Graphic Designer

• My responsibility was to work with the design team in creating concepts for marketing pieces and take them to production. We brainstormed, came up with concepts, designed them and brought them to life.

• Our clients were mostly in the Real Estate industry.

02 EDUCATION

- Bachelor of Science in Graphic Design

The Art Institute of Fort Lauderdale
- Social Computing

University of California, San Diego - Coursera
- Input and Interaction

University of California, San Diego - Coursera
- Human Centered Design

University of California, San Diego - Coursera
- Gamification

University of Pennsylvania - Coursera

03 EXPERTISE

Prototyping, Sketch, Photoshop, Illustrator, UI Design, UX Design, Mobile Design, Visual Design, HTML, CSS, Slim, Responsive Design, CSS Frameworks (Bootstrap, Materialize), Git.

Branding, Print, Package and Layout design.

04 LANGUAGES

Spanish and English - 100%

French and Portuguese - 50% (*work in progress*)

05 OTHER INTERESTS

Continuous Learning, Kiteboarding, Yoga, Diving, Freediving, Cooking.