

BERENICE BÁRCENA

DESIGNER

EXPERIENCE

Oct 2015 - Present

THINK Methodology Designer/Front-end

At THINK, we help small businesses connect with their audience effectively. We achieve that by teaching our clients about their target audience and crafting a strong value proposition. My main tasks include:

- Meeting with clients in order to fully understand all about their company and goals.
- Choosing the right Squarespace template and tweaking it using HTML/CSS/JS in order to match the client's brand and needs.
- Create copy for the websites.

Feb 2015 - Present

Manuable UX Designer

Manuable is a startup dedicated to help local artisans to promote and sell their products in Mexico. I joined the company during its early stage and work directly with the founders to build a product that'd be easy to use by both the artisans selling and the customers buying.

I've been helping with the following tasks:

- Design layouts for landing and product pages.
- Prototyping ideas using Squarespace to validate approaches

Our current prototype version can be found at manuable.com

Nov 2013 - Feb 2015

Grupo Censere UX Designer

As a UX Designer at Grupo Censere, I was in charge of building easy to use experiences for our different customers, to help them improve their e-commerce strategies. My responsibilities include:

- Direct interaction with customers to discuss requirements
- Working with developers to better implement requirements
- Marketing Analysis to better understand our customer's needs and possible solutions to their problems
- Developing user flows and interactions
- Prototype implementations using Axure
- Visual Design implementations using Photoshop and Illustrator
- Implement parts of our applications' front end using the Magento CMS.

Jan 2012 - Dec 2012

Random Design Studio Industrial Designer

Produced 2d drawings for product manufacture (recycled plastic furniture), 3d models for product presentations, physical models.

Worked with letterpress machinery and tools.

EDUCATION

Jan 2013 - Apr 2013

User Experience Design Course General Assembly. San Francisco, CA.

Jun 2006 - Jun 2011

BA Industrial Design Universidad Autónoma de Nuevo León (UANL) Architecture School. Monterrey, NL. México

Jun 1996 - May 2005

Instrumentalist technician Violin and piano player.

Municipal School of Fine Arts
Veracruz, Veracruz. México

SKILLS

- Adobe Illustrator CS6
- Adobe Photoshop CS6
- Adobe After Effects CS6
- Axure RP
- HTML/ CSS/ Javascript
- Magento CMS
- Squarespace CMS
- Pencil drawing

LANGUAGES

- Spanish (Native)
- English (Professional working proficiency)
- Italian (Elementary proficiency)

AWARDS

- First place of 2006 Architecture School Class / UANL
- Third place in "Eco Inteligente" Competition 2009, designing an ecological outdoor game for Nuevo Leon suburbs.
- First place of 2007 "Repentina", an industrial design competition in UANL.

CONTACT

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ABOUT ME

I'm the designer that went from making furniture to crafting beautiful websites.
I'm practical, observant, curious and realistic; passionate about classical music and amazing interfaces.
I can draw (both analog and digital), code websites (still learning js) and play violin and piano
I love corgis.

REFERENCES

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