

# Brenda Guadalupe Orozco Madinaveitia

Product Designer for SaaS

## SOFTWARE



## EDUCATION

Graphic design 4 years  
diploma - 2016  
Universidad Autonoma  
del Noreste, Torreon, Coah.

## SOFT SKILLS

Adaptability  
Creative  
Collaboration  
Empathy  
Curiosity

## HARD SKILLS

Branding  
High-fidelity mockups  
Adobe Creative Suite  
HTML CSS(SASS)  
React styled-components

## ROLE

## EXPERIENCE

### SaaS Product Designer

#### Reservamos

December 2020 - Current

- Design for SaaS stakeholders.
- Deliver Initial high-fidelity concepts and flows to be able to share and collaborate early in the design process.
- Design intuitive components based on identifying UX improvements.

### Graphic Designer UI Designer

#### Global Next Trade

March 2018 - November 2020

Responsibilities included:

- Design for B2B customers.
- Create and lead the design strategy for product design.
- Provide direct design guidance to development team.
- Design mailing campaigns in HTML/CSS.
- Mobile and web responsive UI design delivered with style-guides.
- Responsible for layout design (develop user flows, wireframes, prototypes design in AdobeXD).
- Collaboration with stakeholders.
- Support in graphic materials: facebook ads, animated banners, iconography design, logo design.
- Understanding the customers needs and meeting the goals of the product.
- Working with an Agile design methodology I could receive quicker feedback from stakeholders and enable faster implementation.

### Graphic Designer UI Designer

#### Ideas & Proyectos Integrados

July 2015 - January 2018

Prototype creation for e-commerce focused websites and mobile applications. I worked along developers to build the structure and design of the platforms. I also devised marketing strategies and created content for social media.

### Graphic Designer

#### Unbound-IT

January 2015 - April 2015

Fully rebranded the company's identity while working on print media and packaging, logos and catalogues.



My Dribbble

<https://dribbble.com/brendaoro>



Visit my portfolio live on Github

<https://brendaoro.github.io/UI-portfolio/>