

Brenda Guadalupe Orozco Madinaveitia

UI Product Designer

SOFTWARE



SOFT SKILLS

Adaptability
Creative
Collaboration
Empathy
Curiosity

HARD SKILLS

Branding
High-fidelity prototypes
Adobe Creative Suite
HTML CSS(SASS)
React styled-components
React Native Stylesheet

EXPERIENCE

Product Designer

Reservamos

December 2020 - Current

Key job responsibilities

- UI Design for SaaS stakeholders.
- Atomic design methodology.
- Contribute and help maintain internal design system
- Refine designs with hotjar data and customer feedback.
- Build products for mobile and desktop experiences.
- Design intuitive components based on identifying UX improvements.
- A design to development workflow with HTML+CSS Sass, React styled-components, React Native Stylesheet and Storybook Elements.
- Deliver initial high-fidelity concepts to share with stakeholders during early design stages.

Graphic Designer | UI Visual 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.
- 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.
- Working with an Agile design methodology I could receive quicker feedback from stakeholders and enable faster implementation.

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.

CONTACT ME

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My Dribbble

<https://dribbble.com/brendaoro>



Visit my portfolio live on Github

<https://brendaoro.github.io/ProductDesign/>