Brenda Orozco Madinaveitia

UI Designer

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<u>Portfolio</u>

About me

Over 6 years, I've sharpened my abilities to build digital products, I believe that
collaborative friendly work is the only way to ideate the best product.

Interests: I love videogames, traveling, reading and learning.

🇬🇧**Languages** <u>English Level C2</u>

🏫 **Education** BA in Graphic Design

Tools

Figma, Sketch, Adobe CC, Sketch, Invision, Visual Studio Code, Hotjar, Github,
Basecamp, Slack

Soft Skills

Empathy, Adaptability, Collaboration, Creative

Hard Skills

Responsive Design, Design sprints, Wireframes, High fidelity mockups, Mobile-first,
Design Systems, Atomic Design Thinking, HotJar,
Figma/Sketch/Photoshop/Illustrator/Marvel
HTML/CSS/SASS**,** Android Development, iOS Development, React Styled-components,
Storybook Elements, React Native Stylesheet, basic JS knowledge

Selected Work History

December
2020 -
    SAAS UI Designer - UI Developer <u>@Reservamos</u>

Current *Remote*	Working on **continuous UI improvements for SaaS mobile apps and websites.** A collaborative process with Sketch, collaborating with an internal design system with React styled-components, My responsibilities include • Design stand-ups in scrum methodology. • Atomic design methodology. • Effectively collaborate with the marketing team, product owners, developers and partner with teams across the company to optimize the design process. • Design critical components for SaaS stakeholders, ensuring that the user receives a high-quality mobile and desktop experience. • Deliver high-fidelity early designs and mockups, allowing collaboration and sharing from the outset of the design process. • Develop and designed intuitive components in response to identified UX improvements with HotJar, increasing efficiency by 10% • Collaborate with peers and other design team members to identify enhancements and product features.
March 2018 - November 2020 *Monterrey,* *Mexico*	**UI Visual Designer** @Global Next Trade Provided web and mobile app design for multiple clients in a development agency, contributing with UX/UI best practices, processes, and methodologies as a one-person design team. My responsibilities included • Direct development team's design efforts promptly executed with clients. • Optimize **HTML/CS**S email campaigns by adding mobile and online user interfaces with style guides. • Design and develop user flows, wireframes, prototypes, and design stylesheets. • Support graphic assets including Facebook advertisements, animated banners, iconography development, and logo creation for a variety of clients.

July 2015 -
January 2018

*Coahuila,
Mexico*

• Prototyped interfaces for e-commerce websites and mobile applications.
• Successfully developed marketing strategies and created content for social media.
• Built the structure and design for diverse platforms alongside the development team.

• Collaborated with customers to collect and define requirements, create project scopes, and manage project milestones.

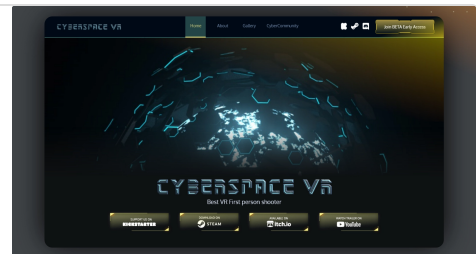## I'm available for interesting projects. Visit my portfolio.

Brenda Orozco Portfolio

https://brendaoro.github.io/ProductDesign2022/

Brenda Oro

Brenda Oro Connect with them on Dribbble; the global community for designers and creative professionals.

https://dribbble.com/brendaoro

Thanks for reading! 👋