

Daniela Figueroa

Sr. UX/UI Designer

Contact

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Languages

English	● ● ● ● ●
Spanish	● ● ● ● ●
Korean	● ● ○ ○ ○

Knowledge

Design

Figma	Maze
Marvel App	Miro
Ilustrator	Photoshop
Wordpress	Invision App
Whimsical	InDesign
After Effects	Just in mind

Development

Javascript	Java
HTML5 + CSS	phpMyAdmin
SQL	AndroidStudio
Visual Studio Code	Sublime

Methodologies

Scrum	Kanban
Design thinking	Lean Startup

About me

UX Designer oriented to the design of digital platforms in mobile web, desktop and app. Part of my constant evolution is the recurring training to increase my knowledge and strengthen the existing ones. I have experience in projects at a national and international level, and teamwork with agile methodologies, always placing the user's needs and the usability of the product as a priority. I recognize myself as a proactive, empathetic, charismatic and ambitious person; furthermore, I am quick to adapt and, above all, very willing and eager to face new challenges that require me to be better every day in the field. I invite you to review my portfolio in the sidebar.

Education

San Ignacio De Loyola Institute (ISIL)

2021 - 2023

Career: Interactive media design (UX).
First place at the career level.

Innova Schools

2011 - 2020

I have academic excellence.

Euroidiomas

2022 - 2023

Language: English
Level: Advanced
I have a certificate and diploma.

Work experience

Sr. UX/UI Designer CSTI Corp - Laureate

Aug 2023 - Present

Digital Accelerator Squad at Laureate, where, together with the developer team, we release different projects that were exposed to stakeholders. The design system was used through libraries in Figma, which makes all the components in each project match, such as buttons, colors, text fields, etc. Each process was worked under the SCRUM methodology for greater flexibility in new and evolutionary requirements. In this way, my role is to design and analyze the flows according to the users' requirements and under Nielsen's heuristics, therefore creating all the necessary elements for landing pages, having continuous communication with each member of the squad for the success of the sprint.

Projects:

WeTALK

Platform for students of the WeTALK English program at UPN, UPC, Cibertec and external.

Research, qualitative and quantitative user testing reports, flow design on desktop and mobile, as well as illustrations and animations.

SEO

Google Trends	Google Analytics
Google My Business	Keyword Planner
Semrush	Ubersuggest
Similarweb	WooCommerce
Rankmath	

Others

Notion tool	SMART goals
Principles of interaction and usability	UX Design Strategies
Ecommerce and mobile marketing	Psychology and qualitative research
Visual foundations and semiotics	Contemporary image
Business Innovation	Design and management of digital content

Certificates

Languages

<u>English-C2</u>
<u>English-B2</u>

Design

<u>UX Design</u>
<u>Design of interactive solutions</u>
<u>User-centered analysis and design</u>
<u>HTML5+CSS</u>

Programs

<u>Excel</u>

Academic

<u>ISIL Academic Excellence</u>

Portal Mi UPC:

Platform where students see their academic resources.

Transfer of information from the old "Sócrates", through redesign on desktop and mobile.

Landing Compostela:

Welcome website for being the headquarters for the Assembly of the Compostela group of universities.

Desktop and mobile design.

Landing Data Week UPC 2023:

Website to announce the annual event that UPC dictates.

Desktop and mobile design.

Gestor de notificaciones UPC:

Academic management administrator, to send notifications to students.

Desktop and mobile design.

UX/UI Designer

Nov 2022 - May 2023

Avla Perú

UX/UI in constant communication with the development team, where, together with another UX Designer, we redesign and develop different requirements in the company's different international projects, all under the SCRUM methodology. The company is dedicated to the sale of insurance, and a design system had to be thought of for each product, which, in turn, is shared for each version of it (web and mobile). Colors, buttons, text fields and all kinds of components were defined, in order to build friendly views and improve the user experience following the fundamentals of usability.

Projects:

Avla Portal App:

Portal to manage Credit Insurance policies.

Desktop and mobile design.

IGLU:

Insurance website supported by AVLA.

Web design and mailing, both on desktop and mobile.

Seguro de Propiedad:

Portal to manage Property Insurance policies.

Web design and mailing, both on desktop and mobile.

Seguro de Crédito:

Portal to buy policies, make and see your quotes, and have those already sold.

Web design and mailing, both on desktop and mobile.

UX Designer Freelance

Jan 2022 - Mar 2022

Dark Zone Academy

Realization of the test web project (landing web) and, later, the response version of the same. Design Thinking was used for development and other tools to ensure that the user experience was optimal; among them, sitemaps to then carry out card sorting with user tests, according to the target, with an iterative process. Likewise, then start with tested wireframes, and then have mockups with high-definition prototyping to re-evaluate the user experience with it.

Tools such as Figma, Illustrator and Photoshop were used to prepare the material.

Miro, Marvel App and Just in Mind for user testing.

Projects:

Landing Dark Zone Academy

Website to publicize the academy's programs and promote registrations.

Desktop and mobile design.

Research Dark Zone Academy

Research to find out the people for whom the programming classes would be intended.

Qualitative and quantitative interviews, along with a report presented to stakeholders.

Content Designer Freelancer

Jul 2021 - Jan 2022

Avrics Store

Creation of content and templates for their social networks, design of each post for Facebook and Instagram according to the graphic line previously created by the client.

Tools such as Photoshop and Illustrator were used to create each one.

Projects:

Social media

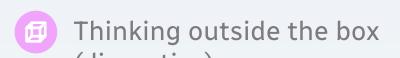
Media used to disseminate their information.

Creating content in posts and stories for your social networks.

Skills



Assertive communication



Thinking outside the box
(disruptive)



Devise innovative solutions



Ability to analyze and solve
problems