

Estefanía Olvera

UX Designer

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EDUCATION & ACCOLADES

Coursera - University Of California, San Diego

Interaction Design Specialization Series Capstone in Progress

Udacity - Grow With Google

Front-End Web Developer Nanodegree - Phase 1 & 2. One of 5,000 from 50,000 students competitively chosen across the United States.

University Of Texas-Pan American

Bachelors of Fine Arts (BFA) – Graphic Design

Hispanic Association Of Colleges And Universities

One out of 3 students selected across UTPA to participate in an academic fellowship with the H.A.C.U.

Gear Up - U.S. Department Of Education

Awarded a Full 4 year Scholarship with UTPA.

Hawthorne, CA

May 2019 - Nov 2019

Hawthorne, CA

Dec 2017 - Nov 2018

Edinburg, TX

Aug 2011 - May 2015

Fort Worth, TX

May 2014 - Jan 2015

Santa Rosa, TX

Aug 2011 - May 2015

WORK EXPERIENCE

FANTICH MEDIA

WEB DESIGNER & SOCIAL MEDIA INTERN

Customized web pages using Wordpress to promote easy navigation.
Utilized search engine optimization copywriting to increase web traffic.
Initiated visual branding for marketing campaigns.
Assisted in competitive research analysis for local businesses.
Developed and tested code to ensure responsiveness.

Mcallen, TX

June 2018 - Sept 2018

STATE FARM ARENA

MARKETING DESIGNER

Created wireframes and code for emails using Axure RP + Dreamweaver.
Produced designs with Sketch and Adobe Creative Suite.
Optimized e-marketing designs and increased subscribers: 79k to 91k people.
Worked collaboratively with marketing, engineering, and customer service, to establish consistent style guides and product specs.
Executed campaign designs for festival promotion.

Hidalgo, TX

Dec 2015 - Sept 2017

USDA-NRCS TECHNOLOGY CENTER

WEB INTERN

Clarified user flows based on research for students and farmers.
Organized and transferred database files between servers.
Recommended user experience improvements for website pages.
Created design components to promote user-centered solutions.

Fort Worth, TX

May 2014 - Jan 2015

SOFTWARE AND TOOLS

Sketch, Adobe XD, Axure RP, Invision, Zeplin, Balsamiq, Principle, LottieFiles, Slack, Atom, Adobe Creative Cloud, Wordpress, Git/Github, RStudio

SKILLS

INTERACTION & VISUAL DESIGN:

Wireframing, low & high fidelity prototyping, responsive web design, usability testing, iOS & Material Design guidelines, graphic design

USER RESEARCH:

Contexture inquiry interviews, affinity diagraming, personas & scenarios, user flows, survey design & analysis, A/B & multivariate testing, guerrilla testing, competitive analysis, heuristic evaluation

CODING:

HTML, CSS, JavaScript, Bootstrap, SASS, Web Content Accessibility Guidelines (WCAG)

SUPPORTING SKILLS:

Inclusive design, information architecture, customer discovery, entrepreneurship, sprint, waterflow, and agile methodology, search engine optimization