Wendy Shirley Reyes Santana

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Professional summary

I am a UX designer and front-end developer with more than 4 years of experience creating dynamic and responsive web solutions for the telecommunications, banking, advertising and finance sectors. Throughout my career, I have acquired a deep understanding of UX principles, which allows me to design visually appealing, usable and intuitive user interfaces. My effective communication skills and collaborative approach allow for excellent synergy with multidisciplinary teams, including graphic designers, developers and other team members.

Technical skills

Responsive design | Scrum | Research | TDD | User testing | Design thinking | Design systems | Design principles | BEM | BEMIT | Figma | InVision | Adobe XD | Marvel | Jira | Illustrator | Photoshop | Git | Bootstrap | Material design | Copilot | HTML5 | CSS3 | CSS3 | JavaScript | API | SASS | JQuery

Education

- University of the people - Business Administration - 2024 (Ongoing)
- Laboratoria - UX design - 2019
- Laboratoria - Front-end development - 2017

Courses

- Rethink - Product Design - 2024 (Ongoing)
- Udemy - Generative AI Fundamentals for Technology Teams - 2024
- Udemy - GenAI Skills to Boost Productivity - 2024
- Microsoft and Linkedin - Project Management Professional Fundamentals - 2024
- CertiProf - Scrum Foundation Professional Certificate (SFPC) - 2022

Languages

- English - Intermediate (In progress)

Projects and Volunteering

UX/UI Coordinator
10/2024 - present
NXTEP : Community Organization : Lima, Peru

- I am in charge of NXTEP's web experience and interface design.
- I understand user needs through research and experimentation.
- Intuitive and functional interface design.
- Constant collaboration with Marketing and Developers for continuous improvement.
- I effectively communicate the status of the website.

Product Designer
09/2024 - present
Digit | Software Company | Lima, Peru

- I co-create a training platform for the company's internal talent applying Design Thinking, ensuring usability and following good design practices.
- I collaborate with development and product teams to define and improve functionalities and user experience.
- I conduct user research and usability testing to make design decisions. ● I ensure visual and experiential consistency throughout the product. ● I alter and improve designs based on feedback from users and stakeholders.

Professional experience

Freelance Consultant in web design
08/2023 - present
Independent | Technology | Lima, Peru

- I perform analysis and study of e-commerce websites for entrepreneurs looking for continuous improvement.
- I conduct user research and usability testing to inform design decisions.
- I provide consulting for the creation and optimization of virtual catalogs.
- I solve technical problems encountered on your websites.

Achievements

- I was able to increase the number of customers buying or contacting by 10% by improving the usability of the websites.
- I have improved the user experience by 16% by fixing bugs in the website and redesigning components.