

Wendy Shirley Reyes Santana

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Professional Summary

Product Designer with over 4 years of experience creating dynamic and responsive technology solutions for the telecommunications, banking, advertising and finance sectors. During my career, I have acquired a deep understanding of UX principles, critical thinking and analytics-based decision making. My effective communication skills and collaborative approach allow for excellent synergy with multidisciplinary teams.

Professional Experience

Freelance Product Designer

08/2023 - present

Freelance | Technology | Lima, Peru

- I establish the requirements for the design and improvement of products, considering the type of market, platform, audience and objectives.
- I promote the strategic vision of the product, generating functional and aesthetically attractive designs.
- I create product models and prototypes to present to stakeholders and evaluate their functionality, using paper, cardboard, Marvel, Figma, etc.

Achievements:

- I managed to increase the number of customers buying or contacting by 10% by improving the usability of the e-commerce websites I worked on.
- I have improved the SEO positioning of the websites by 67% by applying good SEO practices based on a previous evaluation and strategic analysis.

UX Engineer

10/2017 - 06/2021

Wunderman Thompson | Technology | Lima, Peru

- I designed and planned websites based on UX principles.
- I developed solutions based on data analysis.
- I converted static design elements into interactive code components.

Achievements:

- I improved team efficiency by 30% by mentoring junior designers.
- Improved the quality of digital products by 28% through effective communication with developers and stakeholders.

Projects

Product Designer

09/2024 - present

Dígito | Software Company | Lima, Peru

- I work from the conceptual stage in the development of a product that improves the learning experience of the company's employees.
- I identify the problem to be solved using data-driven UX methodologies.

Achievements:

- Reduced user interview scheduling time by 50% by managing time resources and organizing the team.
- Reduced deliverable time by 65% by encouraging the use of asynchronous collaboration tools with the team such as FigJam, Google Doc, Fireflies AI.

Technical Skills

Scrum | Research | TDD | User testing | Design systems | Design principles | Miro | Maze | Figma | InVision | Adobe XD | Marvel | Jira | Illustrator | Photoshop | Git | Copilot | HTML5 | CSS3 | JavaScript | JQuery

Education

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

Courses

- Repensar - Product Design - 2024 (in progress)
- Udemy - Foundations of Generative AI for Technology Teams - 2024
- Udemy - GenAI Skills to Drive Productivity - 2024
- Microsoft and LinkedIn - Professional Project Management Fundamentals - 2024
- CertiProf - Scrum Foundation Professional Certificate (SFPC) - 2022

Languages

- English - Intermediate (in progress)