



María G. Spinelli

UX/UI DESIGNER

ABOUT ME

Enthusiastic and goal-focused UX/UI Designer, who loves being challenged to develop human-centered and memorable experiences in a collaborative and research driven environment.

EXPERIENCE

UX/UI Designer | Side Projects

2020 - present

Production of several individual and team projects, applying different UX methodologies: **Design Thinking, Design Sprint, Lean UX and Scrum**. My work spans from User Research, wireframes, IA and flowcharts to sketching and prototyping, as well as Interaction Design and User Test.

- **Designed** (Research - qualitative, quantitative & user testing - UX and UI development) Serene, a mobile app for stress management.
- **Collaborated as a UX/UI designer** for Fanspace, a mobile app for introverted teens who need professional help, using Design Sprint.
- **Improved UX** (heuristics and usability testing, as well as UI development) for a plant-care mobile app.

UI Designer | Freelance

2019 - 2020

I collaborated with developer and designer teams working on a wide variety of projects involving UI Design and branding for a language platform sevenspots.com. I helped in the visual design, as well as illustrating ideas using storyboards, user flows, wireframes and sitemaps.

Graphic Designer | Freelance

2016 - 2019

I create branding, editorial design, banners & landing pages and various social media content for multiple clients such as Deli&Go, Reklamalok, Boho Girl, and others. Use of tools such as Adobe Photoshop, Illustrator and InDesign. Realization of Moodboards and Benchmark.

CONTACT

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EDUCATION

Bootcamp UX/UI Designer

Neoland - 500h

Digital Marketing Course

Universidad Galileo

Graduate in Graphic Designer

Universidad Arturo Michelena

LANGUAGES

Spanish - native

English - fluent

Italian - fluent

SKILLS

UX Design

Wireframing, IA & User flows, Heuristic & usability, Analytics, Personas & User journey, Benchmark, User test, Interaction Design

UI Design

Rapid prototyping, Style guide, Responsive Design, Frameworks, Sketching, Interactive Prototyping, UI graphics

Tools

Sketch & Figma, Creative Cloud, HTML5 & CSS3, Bootstrap, Balsamiq, Mockups, Whimsical, Marvel, InVision, Principle