

GISELA BERTRAN

UX/UI DESIGNER | SOCIOLOGIST

gbvux@yahoo.com



WORK EXPERIENCE

Portfolio

www.giselabv.co

Miami, EU

June 2017 - Aug 2017

Jr. UX/UI Designer
Ironhack

UX / UI Design (Research, Prototyping, Wireframing, Empathy Mapping, Ergonomic Human Factors, User Testing, Information Architecture, Mind Mapping)

Front-End Web Development (Technologies Used: HTML5, CSS, Bootstrap, Responsive Web Design)

Miami, EU

Jan 2015 - Jan 2016

Front Desk
Miami Management Inc.

Worked one-on-one with clients to ensure they had a positive first impression and overall experience.

Havana, CU

Aug 2013 - July 2014

Tourism Researcher
MINTUR (Tourism Ministry of Cuba)

Collected and analyzed statistical reports from tourism agencies to discover the impact of tourism on the Cuban society.

Conduct market behavior research using a wide variety of qualitative and quantitative methods, such observation, interviews, and documents review.

Havana, CU

Mar 2012 - Feb 2013

Undergrad Assistant Researcher
University of Havana Sociology Department

Design research projects to test theories about social issues related to poverty, health, and gender of citizens in Havana.



EDUCATION

Miami, EU

June 2017 - Aug 2017

UX/UI Design Bootcamp
Ironhack

Miami, EU

Aug 2016 - May 2017

Business Operations-Human Resources
Miami Dade College

Havana, CU

Jan 2009 - Dec 2014

Bachelors' of Arts in Sociology
University of Havana



ABOUT ME

UX/UI designer with an educational foundation in Sociology and Business. I focus on understanding how people use technology and I use those insights to create simple and attractive user-interfaces.

I characterize myself as a team-oriented individual. I'm highly motivated, a quick learner, and passionate about user-centered design.



PERSONAL

NAME: Gisela Bertran
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PROFESSIONAL SKILLS

Sketch	●●●●●●●●
Bootstrap	●●●●●●●●
HTML 5	●●●●●●●●
CSS	●●●●●●●●
Adobe XD	●●●●●●●●
Invision / Marvel	●●●●●●●●
Flinto	●●●●●●●●