

MAYRA RECIO

UX DESIGNER

A passionate UX Designer with main focus on increasing customer satisfaction and loyalty by delivering intuitive digital solutions.

PROFESSIONAL SKILLS

DESIGN

User Research & Testing
Information Architecture
Mobile-First Design
Wireframes & Prototypes
UI Design

SOFTWARE

Illustrator	<div><div></div></div>
Photoshop	<div><div></div></div>
Xd	<div><div></div></div>
InDesign	<div><div></div></div>
MS Office	<div><div></div></div>

LANGUAGES

Spanish (Native)
German (C1 / Fluent)
English (C1 / Fluent)

CONTACT

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+41 78 401 62 52
Eichenweg 68, 8408 Winterthur

EDUCATION

04.2019 - now
Certificate in UX Design (Berlin, DE)

User Experience Fundamentals and Immersion certificate with focus in User Research, Usability Testing and Prototyping.

09.2018 - 07.2019
Master of Business Administration - Marketing (Winterthur, CH)

Masterstudium Business Administration Major Marketing an der ZHAW in Winterthur.

08.2010 - 12.2014
Bachelor of Business Administration (Culiacan, MX)

Bachelor degree in Business Administration with focus in Marketing, Theses in strategic planning and administration of international companies.

08.2008 - 07.2009
High school (Burgdorf, CH)

Exchange year through Rotary Club at the Gymnasium in Burgdorf.

WORK EXPERIENCE

02.2019 - today
Web Design and UX Freelancer 30% (Freelance, Winterthur, CH)

Freelance Web and UX designer for SMBs, especially main contact for Labeye (Migros Industry) in Advertising material and Web Design.

03.2018 - 04.2019
Marketing Assistant and Front Desk 60% (Verein Läbesruum, Winterthur, CH)

In particular responsible for the website maintenance, creation of advertising material and photographing for the customer magazine.

01.2017 - 06.2017
Sales Consultant 100% (Motormexa, Guadalajara, MX)

Sales Advisor and customer support for Fiat, Jeep, Chrysler and Mitsubishi customers. Assistance in the development of new sales channels and in the organization of marketing events.

08.2014 - 07.2015
Junior Consultant 100% (Suma Ventas, Culiacán, MX)

Marketing and IT-consultant for SMEs at Suma Ventas Consulting, Responsible for project digitalization, corporate image and IT-Trainings.

01.2011 - 07.2014
Kids Coordinator 50% (Berlitz, Culiacan, MX)

Team leader at the Berlitz school of languages, Responsible for Recruitment, training and management of teaching staff and Coordination of the children's language program.