Maria Huidobro

UX Designer

Schaumburg, IL - Email me on Indeed:

• 11 plus years of experience in UI/UX Design and UI responsive design using Adobe tools and prototyping such as Photoshop Illustrator, InDesign, Freehand and research, information architecture, interactive design.
• Expertise in cross browser compatibility.
• Experienced in web development using open source platforms.
• Expertise in mobile apps based on the guidelines and material design for IOS and Android.
• Talented at User experience, acting in the whole process since the research, analysis, design, prototyping, testing and iterations.
• Experience working on ecommerce for one of the biggest retailers of Mexico.
• Capable of interaction design, with usability, accessibility and functionality principles.
• Adept at using prototyping tools such as UX Pin and Sketch.
• Experienced working in BPM, e-Commerce, Branding and Marketing, other strategies etc.,
• Hands on experience in designing the information architecture for mobile apps and responsive websites.
• Experienced at performing user testing such as usability testing, A/B testing and surveys.
• Previous projects implemented SCRUM methodology.
• Experienced at using frameworks such as Bootstrap 3, and Foundation.
• Capable with wireframing and creating mockups for Sketch.
• Skilled in web development using technologies such as HTML5, CSS3, JavaScript, and JQuery.
• Proficient with tuning techniques at Html, CSS, JS level.
• Practical experience with AXURE, BALSAMIQ, AJAX, Heat Map Tools, Crazy Egg, Google APIs, Google Analytics, YouTube, Maps, Oracle tools, Endeca and Adobe Experience Manager.
• Demonstrated ability to adapt to new software applications and products.
• Able to design systems for reusable modules in web design.
• Effective team player with excellent problem solving abilities, user-centered designer, quick learner with strong technical and communication skills. Self-starter, proactive, possesses good communication skills and understanding of business work flow.
• Identifying paint points to create ideal solutions to enjoyable experiences
• Working directly with Stakeholders, Product Owners and clients to get requirements for de-sign products and services
• Exposure with the Fundamentals of SEO and Google Analytics
• High communications skills, high emphatic capability and innovative proposal with functional design vision, strong negotiation skills
• Introduce innovation in services, and products to add intangible value
• Experienced working with the Design of products which consider customer value perspective and Business Strategic to generate a co-create process.
• Experienced working as a part of multicultural and multidisciplinary teams for international projects
• Experienced with Email marketing basis, AdWords essential training and fundamentals of other Social Media Marketing, SEM, SEO and Google Analytics as well.
• Knowledge of LMS and Sharepoint.
Willing to relocate: Anywhere
Authorized to work in the US for any employer

WORK EXPERIENCE

UX Designer

Interware, UI - April 2016 to February 2017

Description: Software company that support business through technology innovation, digital services and products.
Responsibilities:
• Responsibilities include meeting with clients and product owner and interviews with the stakeholders to gather requirements to fulfilling their needs.
• Interactive Design with more focused on the design controls applying usability principles and W3C standards.
• Worked as an Information Architecture that involves organize the information behind the scenes to be presented to users
• Experienced with designing concept and vector illustration for web icons
• Information design and structure, analyzing the requirements of the objectives and conversions to create meaningful site structure which ensure that the content be consumed in a user-friendly way
• User Research and testing. Finding information and analyzing data about the users to under-stand them including their digital behaviors, through Ethnographic Research and Contextual Inquiry.
• Researching includes interviews and surveys with stakeholders and user and deeper analyzing data
• Accessibility, Ensuring the use of the products by anyone, regardless of any kind of disability
• Creating an UX strategy to get a deep understanding of the business goals and aligning the UX of the products to create an enjoyable and successful using digital products I worked with Content Strategy to align the content with the client business goals.
• Analyzing the skills about Business Process Management to design interfaces that helps and improve the value chain of a new Business Model of Service
• User testing with focus group
• I Designed responsive web site institutional and work interfaces for core systems that involves mobile devises displays such iOS and Android Systems
• Worked in the Creation of wireframes and mockups to get high functional prototypes.
• Experienced with Defining CSS Styles using LESS principles
• Creating function and interactive prototypes with HTML5, CSS3, Bootstrap and LESS using Brackets and Dreamweaver
• Working with multidisciplinary team to create a new frontend for a Core web system to developed a modular software product that involves React JS technologies
• Deep dive with UX analysis, about BPM since holistic thinking to get a better workflow through automation process that involves software architecture and infrastructure.
• Experienced in the Design concept and vector illustration for web icons
• Attended and participated efficient user testing and focus group research for Re-designs
• Innovative proposal about responsive design for website of a Research Institute for the big-gest University in Mexico
• Experienced in making multiple sites work on different devices that involves iOS and an-droid systems
• Successfully involved in the creation of interfaces under adaptive design principles for core web systems of financial area.
Environment: Strong analysis of requirements and user data, Visual Ideation Design, Concept Building Artwork, UI/UX Strategy, Visual Thinking, Design Thinking and Scrum methodology, Adobe Creative Suit 6 (Photoshop, Illustrator,), UX Pin, Brackets, Bootstrap, Axure, Sketch, Jira, In vision, Balsamiq, HTML5, CSS3 fundamentals of LESS.

UX/UI Designer
IBM iFound IT   -   Dalian, CN - November 2015 to January 2016

Dalian China (virtual team member)

Description: iFound IT is a project focuses on create new solutions through IT to produce products and services that add value to IBM to improve the performance of the company. Is part of Global Business Services and the core offices located in Dalian China

Responsibilities:

• Worked as a part of multicultural team design UX and UI for mobile applications.

• Designed mobile applications for the internal use of IBM

• Worked directly with the Stakeholders and Product Owners to get functional and no functional requirements to fulfill their needs.

• Analyzing data to find paint points and get ideal solutions to present wireframe proposals

• Generating instructions and Assets to deliver for developers to be applied in iOS and An-droid systems

• Working closely with PM and Master Scrum to deliver functional products

• Working with Design concept and vector illustration for app icons and logos

Environment: Design UX and UI for mobile APPs, native and hybrid, for iOS and Android Systems, Working, using Design Thinking, Visual Thinking and agile methodologies, Adobe CSS Creative Suite (Photoshop, Illustrator, Dreamweaver), Axure, HTML5, CSS3, fundamentals of JQuery Mobile.

Lead UX Designer

Coppel, UX - November 2012 to October 2015

Description: Coppel has been the biggest B2C retailer at Mexico with more than 1000 stores around the country; as a part of core business strategic to increase the commercial scope, a new ecommerce area was created to build a strong digital presence which one involves marketing and ecommerce projects.

Responsibilities:

• Working with multidisciplinary areas and gather all the requirements from the Marketing and Sales Managers to create digital products aligned with the core business strategy.

• Enhanced user experience, usability and functionality across the sites to create guidelines for the digital brands.

• Worked in the Service Design to improve the design of customer experiences in the web site, understanding difficulties and identifying causes to define pain points and creating solutions.

• Implementation of advertising and institutional digital campaigns for branding and hard sell using several channels, getting fidelity and engagement with regards to branding as a result

• Leading projects about re-designed multiple pages regards UX experience like check in sell process, home page, product page and others.

• Leading team and project to design landing pages, microsites, and improve the costume experience constantly

• Creating displays for Google advertising and Facebook adds, like as image or animated states using flash and fireworks to generate SWF or gifs files; where the CTR got great con-version result under low cost of investment

• Creation of innovative digital campaign using design thinking methodologies to developed news products to advertising like shoppable video or masthead for YouTube with highest cost effectiveness

• Involved as a product owner role with several digital agencies, to create and deliver digital products and campaigns

Environment: Working with in house technology of IT web team, using Design Thinking, Visual Thinking and agile methodologies, Adobe CSS (Photoshop, Illustrator, Dreamweaver, Flash, Fire-works), OmniGraffle, Axure, HTML5, CSS3, fundamentals of JQuery and LESS.

UI/ UX Designer

Fantasy Art Studio - March 2009 to November 2012

Description: After born like and art and advertising studio the currently clients demands a new digital service helping to the agency to explore and design new digital solutions focused in e-mailing services and web design, using strong negotiation and communication skills

Responsibilities:

• Working in the UX, Usability analysis, UI and implementation using Photoshop, Illustrator and other Fireworks

• Experienced working directly with the clients to gather requirements, understanding pain points and provide solutions using Design Thinking methodologies.

• Creating concepts and design for multimedia and digital channels.

• Design of Corporate identity, development of guidelines for branding and creating several promotional materials and institutional applications.

• Digital illustration and art for book and CD covers, advertising and other promotional materials.

• Editorial design for magazines, books and art books using InDesign

• Creating concepts and design for multimedia and digital channels

• Creation of animations using Flash for SWF and Fireworks for GIF

Environment: Using Design Thinking, Visual Thinking methodologies, Adobe CSS (Photoshop, Illustrator, Dreamweaver, Flash, Fireworks, InDesign), HTML, CSS, fundamentals of JavaScript and PHP

UX Designer

PYMEOD, UI - June 2008 to February 2009

Description: Start up focused in created a unique manage system to connect several small companies into a great network to created new possibilities of value channels, business models, services and products.

Responsibilities:

• Strong and creative UI design for websites, including high principles of usability and programming static pages through HTML and CSS

• Working closely with java developers to define functions and behavior of dynamic pages and Database services

• Briefing and Creation of a whole Corporate Identity for the company

• Design of interactive presentations to conferences, sales, training and e-learning courses

• Design of advertising and promotional materials and involved with branding and marketing strategies

Environment: Using Design Thinking, Visual Thinking methodologies, Adobe CSS (Photoshop, Illustrator, Dreamweaver, Flash, Fireworks, InDesign), HTML, CSS, and fundamentals of JavaScript

UI Designer

Ideaticos Estudio, UX - August 2005 to May 2008

Description: Art and advertising studio founded for a experiment illustrator, this agency was focused in illustration and art for advertising and editorial areas and including multimedia services.

• Interactive presentations and visual designing for innovative concepts of web sites

• Applying usability and interactive principles for web sites

• Building a content strategy fundamentals for web sites

• Design of visual concept for UI

• Digital illustration, design of icons, banners and other arts for web applications

• Creation of guidelines for Corporate identity and branding

• Design of advertising and promotional materials

• Creating of several materials to advertising offline and online

• Digital illustration and art for book and CD covers, advertising and other promotional materials

• Editorial design for magazines, books and art books using InDesign Worked as a video editing and photography using digital retouching

• Creation of animations using Flash for SWF and Fireworks for GIF

Environment: Using Design Thinking, Visual Thinking methodologies, Adobe CSS (Photoshop, Illustrator, Dreamweaver, Flash, Fireworks, InDesign), HTML, CSS, and fundamentals of JavaScript

EDUCATION

BA in Graphic Design
National Autonomous University of Mexico

Diploma in Advanced Web Design
National Autonomous University of Mexico

SKILLS

UI/UX (10+ years)