

# Juan Ayala

## Full Stack UX/UI designer

Full Stack UX/UI designer with over 3 years' experience creating apps for technology and design businesses and over 5 years of graphic design experience.

Skilled in Graphics, Web Design, Design Thinking Methodologies, Coding, Branding and Advertising.

### Skills

Adobe Suite, InVision, Marvel, Balsamiq, Sketch, HTML5, CSS3, Javascript, Bootstrap, MS Office, Photography and 2D/3D animation.

### Contact

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### Education

Dublin Institute of Graphic Design  
Dublin, Ireland.  
Sep 2016 - May 2018

- BA in Graphic Design

Nueva Esparta University  
Caracas, Venezuela.  
May 2008 - Jun 2012

- BS in Business Administration and Graphic Design

### Languages

Spanish Native, English C1  
Portuguese B2, French A2

### Hobbies

Languages, networking, technology, photography, music, travelling.

## Work Experience

### UX/UI Designer

ALTV Media, Dublin, Ireland

Dec 2017 - Feb 2020

- Completed market research, personas creation and user journeys for apps in line with the client's target audience.
- Carried out app designs by following the design thinking method (sketches, wireframes, prototyping, A/B testing and final app design).
- Created responsive web apps using HTML5, CSS3 and Javascript based on client briefs.
- Delivered app redesigns focusing on streamlining existing designs and improving usability.
- Key projects include: Dugout and National Broadband Ireland.

### UX/UI Designer

Meebler, Dublin Ireland

Sep 2016 - Jul 2017

- Designed and developed a complete new company website as part of the product modification and relaunch.
- Expanded the company's branding and identity from only a logo to cover all graphic elements including motifs and iconography.
- Contributed to developing an understanding of the user personas and journeys by taking part in team workshops.
- Designed a prototype app for both the internal and external user interfaces for submission into the Dublin Tech Summit 2017.
- Carried out QA testing of prototype app ensuring user flow was intuitive.

### UI Designer

Marketplace Connectors, Dublin, Ireland

May 2016 - Sep 2016

- Created responsive and intuitive designs for the Connect.IO platform for mobiles, tablets and desktop.
- Designed marketing collateral, infographics and videos to support the company's business development initiatives.
- Created photographic marketing material by leading photo sessions with the key company personnel for social media and the company's website.

### Career Break

Freelancing, travelling, learning new languages.

Sep 2013 - Apr 2016

### UX/UI Designer

Servicios Netosfera, Caracas, Venezuela

May 2013 - Aug 2013

- Advised clients on the development of their company's branding.
- Designed and developed corporate websites including updates to existing websites under a maintenance agreement.
- Prepared captivating designs for client's branding and marketing material.

### Graphic Designer

Super Eventos, Caracas, Venezuela

Sep 2011 - Aug 2012

- Designed impactful proposals and presentations for marketing events.
- Created interactive applications to showcase the event highlights for client's senior managers. Clients included Samsung and Coca-Cola.
- Designed promotional materials for events in line with client's branding and identity.