

# ANACRISTINA CANANA

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## Education

- UX Design Google | Coursera | 2023
- English | International College of Queensland Australia | 2013
- B.S. in Journalism and Audiovisual Communication | Universidad Católica de El Salvador | Santa Ana, El Salvador | 2011

## Relevant Professional Experience

### Intern UX Designer *Jemini.io* | Tempe, AZ | May - Sep 2023

- Contributed to the definition process by creating a User Map and conducting a Competitive Audit to reinforce the product concept.
- Guided the design ideation stage, employing diverse methods such as Crazy 8's, Brainstorming, and User Stories to generate innovative ideas that were incorporated into the final product.
- Created a Low-Fidelity Prototype using Adobe XD and lead a usability study to gather essential feedback for improvement.
- Designed comprehensive mockups of the product, integrating images, colors, and typography to provide a realistic preview of the final product's appearance and feel.
- Developed a High-Fidelity prototype showcasing the main functions of the app, offering a complete representation of the final product's look and feel.

### Multimedia Journalist *Unbound* | Santa Ana, El Salvador | Jan 2011 - Mar 2014

- Conducted interviews and crafted compelling narratives spotlighting sponsored individuals and their families to create a deeper connection between sponsors and those they support.
- Captured and edited photographs using professional equipment and Adobe Photoshop for publication in Unbound magazine.
- Filmed and edited videos using Adobe Premiere Pro, showcasing sponsored individuals and their families for distribution across various online platforms ensuring engaging and high-quality content.
- Captured significant moments and stories from special events, providing sponsors with a firsthand view of the impact of their contributions.
- Designed and created internal communication materials using Adobe Photoshop, facilitating seamless and effective communication within the organization.

### University Professor *Universidad Autónoma de Santa Ana* | Santa Ana, El Salvador | Jan 2013 - Mar 2014

- Taught communication students various subjects including market investigations, creativity in media, and the evolution of communication. Utilized professional camera equipment, Adobe Premiere Pro, Photoshop, and PowerPoint to enhance the learning experience.
- Led initiatives to investigate, plan, and implement projects aimed at assisting communities in need, collaborating with students and volunteers to achieve positive impact in the community.

## Personal Projects

### Craft Digital Paper Collection Design

- Conceptualized and sketched a dynamic theme for a digital paper collection, capturing the essence of fun and creativity.
- Utilized Procreate, Illustrator, and Photoshop to create and animate a vibrant paper collection, featuring main characters, patterns, and textures. Tailored for sale and versatile use in scrapbooking, digital art, and various crafts.

### Cooking Blog

- Create and publish engaging blog posts, recipes, and cooking tutorials using the Wix Editor.
- Using professional photography equipment, captured high quality images and video of cooking process, ingredients and finished dishes to accompany blog posts and Instagram page.
- Design and customize the cooking blog website using Wix.com, ensuring a visually appealing and user-friendly layout.

## Other Professional Experience

### Administrative Coordinator

- Cultivated and maintained strong relationships with banks, accountants, outsourced payroll companies and vendors ensuring efficient operations.
- Partnered with local and international nonprofit and community organizations to strategize, coordinate, and successfully implement projects aimed at enhancing societal well-being.
- Spearheaded contract and price negotiations with office vendors and service providers, resulting in cost savings and improved terms.
- Managed business travel arrangements and successfully executed events and holiday parties, enhancing team positive work culture.

**Spanish Teacher** *Charleston Bilingual Academy | Charleston, SC | Aug 2015 -May 2017*

- Developed and executed comprehensive lesson plans designed to foster the social, emotional, physical, and cognitive development of children.
  - Fostered a collaborative environment among the teaching team to enhance communication and cooperation.
  - Cultivated a positive, safe, and secure classroom atmosphere conducive to exploration, creativity, and learning for children.
  - Established and implemented developmentally appropriate classroom management strategies to ensure effective learning
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**Volunteer Experience****Water Mission** *Social Media Content Creator, Administrative Aid | Disaster and Humanitarian Relief | Apr 2017 - Aug 2020*

- Developed and managed social media content for the OCAAT (One Community At A Time) program, ensuring consistent engagement with target audiences.
- Maintained ongoing communication with communities where projects were developed, fostering strong relationships and meaningful connections with the local people
- Provided administrative support and assisted with logistical coordination for mission trips.

**Coordinator of Volunteers** *TECHO | Poverty Alleviation | May 2007 - 2010*

- Recruited volunteers from various universities nationwide to engage in construction projects, fundraising activities, and community initiatives.

**Facilitator** *Kenton Moody Missions | Poverty Alleviation | Mar 2012 - April 2012*

- Organized collaboration between organizations to launch the first house building mission in Santa Ana, El Salvador and volunteers from the United States of America.
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**Skills**

- Prototype, Wireframe, mockup, UX research, Usability Testing, Customer Relationship Management (CRM), Office Administration Multitasking, Organization Skills, Internal Communications, Event Planning, Problem Solving, Human Resources (HR)
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**Software**

- Figma, Adobe XD, Procreate, Adobe Lightroom, Adobe Photoshop, Adobe Illustrator, Adobe Premier Pro.
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**Favorites**

- Photography, Drawing Characters, Designing Craft Paper Collections, Editing Photos, Food Blogging, Traveling, Crossfit.
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**Language**

- Spanish, English, Portuguese.