

Skills

- Prototype
- Wireframe
- Mockup
- UX Research
- Usability Testing
- Customer Relationship Management
- Office Administration
- Organization Skills
- Internal Communications
- Event Planning
- Problem Solving
- Human Resources (HR)
- Accessibility in Web

Software

- Figma
- Adobe Xd
- Procreate
- Adobe Lightroom
- Adobe Photoshop
- Adobe Illustrator
- Adobe Premier Pro

Favorite Activities

- Photography
- Drawing
- Editing Photos
- Cooking
- Blogging
- Traveling
- CrossFit
- Padel
- Writing

Language

- Spanish
- English
- Portuguese

Professional Experience

Freelance UX Designer *Sep 2023 - Current*

- Lead UX Designer at Almas Sanas. Responsible for designing the Almas Sanas web application, beginning with a collaborative research phase that involved creating and organizing documentation and user personas, which guided the UX strategy. Conducted an audit of the in-development application to establish a detailed site map and developed an accessibility checklist. Led a collaborative paper wireframing session and presented a UI proposal to define the tone and style of the application. Currently working on a high-fidelity interactive prototype in Figma, with the first set of designs now in development.
- Conducted accessibility audit for PoketVet on a mobile application using the Web Content Accessibility Guidelines to create a barrier free-design. Continued to work with the engineering team to implement the updates improve application's flow and inclusivity.
- Redesigned Jeminio.io's web interface to enhance the visual appeal and user flow. Started with an initial client meeting to understand the client's inspirations, ideas and goals. Proposed design options with color palettes and themes. Provided comprehensive design materials and support through project completion.

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

- 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.
- Built a User Map and conducting a Competitive Audit to reinforce the product concept.
- Created a Low-Fidelity Prototype using Adobe Xd and led 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.

Operations Manager *IAG Capital Partners / Charleston, SC / Sep 2017 - Dec 2021*

- 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 over 100 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.

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.
- Designed and created internal communication materials using Adobe Photoshop, facilitating seamless and effective communication within the organization.

Professor *Universidad Autónoma de Santa Ana / Santa Ana, El Salvador / Jan 2013 - Mar 2014*

- Taught to 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 *My Enchanted Colors / Mexico / Jun 2021 - Present*

- 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.

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, scheduling, and logistical coordination for over 100 volunteers on international mission trips.

Volunteer Coordinator *TECHO / Poverty Alleviation / May 2007 - 2010*

- Recruited 300+ 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*

- Coordinated a collaboration between TECHO and the Kenton Moody Mission to successfully complete the first encampment mission, constructing 15 provisional houses for families in extreme poverty.

Education

UX Design Google | Coursera | 2023

English | International College of Queensland Australia | 2013

B.S. in Journalism and Audiovisual Communication | Universidad Catolica de El Salvador | Santa Ana, El Salvador | 2011