

Andrea Ortiz

✨Designer✨

I am well-versed in working in multidisciplinary teams as well as taking products from concept to reality. My work is rooted in human-centred design principles, allowing me to effectively uncover user needs, map user journeys, and create content strategies. I am skilled in creating design systems, wireframes, and prototypes that precisely align with project requirements.

I collaborate closely with user researchers and engineers to ensure the design process results in accessible, inclusive content, products, and services.

EXPERIENCE

May 2022 - Present

Content and interaction designer

Made Tech, Consultant

- collaborated with user researches, product owners, business analysts and software engineers to deliver innovative product solutions which met user needs and aligned with client visions
- identified and documented user needs, mapped user journeys, led workshops and promoted agile ways of working
- created low and high fidelity wireframes based on research findings and iterated the designs based on usability test insights
- facilitated a smooth transition between design and development by acting as a constant across phases, team members and stakeholders
- articulated solutions to complex issues for a range of stakeholders to ensure harmony with project goals.
- regularly pursued chances to improve user experiences, utilising a curious mindset and sharp attention to detail
- engaged as a proactive member in the design community, I actively shared my work with colleagues and suggested ways to enhance the company's community of practice

Clients: Department of Levelling up Housing and Communities (DLUHC), Government Digital Service (GDS), Ministry of Justice (MoJ)

Tools: Figma, GOV.UK Prototype Kit, Microsoft and Google suites, Miro, Mural, Mac and Windows

Mar - May 2023

Designer

SiSTEM

- iteratively designed a new website for SiSTEM, to increase engagement
- outcomes: high fidelity interactive prototype, content strategy defined user needs, a design system, website architecture, consistent design, content and recommendations on next steps. User Research and accessibility considerations for the next stage

Jun 2017 - May 2022

Community Manager and Content Strategist

Freelance

- digital communication with a focus on content design, digital marketing and social media. Clients ranging from arts organisations, charities and private individuals
- skills: content design, SEO, community engagement, copywriting, editing, publishing and social listening

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 [/andrea-s-ortiz/](#)

 <https://bit.ly/AOportfolioFigma>

EDUCATION

- Content Design (CDL)
- UX Design Professional Certificate (Google)
- Digital Garage (Google)
- Digital Marketing (Digital Marketing Institute)
- LLB (Hons) Law (University of Southampton)

TOOLS

Figma	<div><div></div><div></div><div></div><div></div><div></div></div>
Miro	<div><div></div><div></div><div></div><div></div><div></div></div>
Adobe XD	<div><div></div><div></div><div></div><div></div><div></div></div>
GitHub	<div><div></div><div></div><div></div><div></div><div></div></div>
Visual Code	<div><div></div><div></div><div></div><div></div><div></div></div>
GOV.UK Prototype Kit	<div><div></div><div></div><div></div><div></div><div></div></div>
Agile Methodologies	<div><div></div><div></div><div></div><div></div><div></div></div>

LANGUAGES

English	<div><div></div><div></div><div></div><div></div><div></div></div>
Spanish	<div><div></div><div></div><div></div><div></div><div></div></div>
HTML & CSS	<div><div></div><div></div><div></div><div></div><div></div></div>

SKILLS

Human-centred design	<div><div></div><div></div><div></div><div></div><div></div></div>
UI Design	<div><div></div><div></div><div></div><div></div><div></div></div>
Interaction design	<div><div></div><div></div><div></div><div></div><div></div></div>
Service design	<div><div></div><div></div><div></div><div></div><div></div></div>

Content design	<div><div></div><div></div><div></div><div></div><div></div></div>
User research	<div><div></div><div></div><div></div><div></div><div></div></div>
Prototyping	<div><div></div><div></div><div></div><div></div><div></div></div>
Collaboration	<div><div></div><div></div><div></div><div></div><div></div></div>