

Cristina Pérez

UX UI Designer

User experience and interface designer with knowledge in retail, specifically in e-commerce. I'm a hard-working person in continuous training with an interest in exploring new tools and processes.

 Cristina Pérez Sánchez

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 /kristinaps8517

 Madrid, Spain

Soft Skills

Empathy

Communication

Creativity

Teamwork

Adaptability

Problem-solving

Responsibility

Attention to detail

Interests

Fashion

Travel

Read

Photography

Design

Work experience

UX UI DESIGNER

February 2019 - Currently

TENDAM GLOBAL FASHION RETAIL

- Development of **user experience** of a project in a **global way**: definition of **functional specifications**, navigation flows (user flows, flow charts, flow maps), wireframes (low-fi, mid-fi, high-fi), mockups, prototypes, etc.
- Creation and maintenance of the new **design systems** following the same visual line for the different brands generating easily scalable components. Brands: Cortefiel, Springfield, Women'secret, Pedro del Hierro y Fifty.
- Research through user testing, benchmarking and other techniques to design solutions based on customer data.
- Closely work with the **development team** to monitor the correct implementation of the design.
- Use of agile methodologies, design thinking, human-centered design and responsive design.

GRAPHIC & WEB DESIGNER

December 2018 - February 2019

TENDAM GLOBAL FASHION RETAIL

- Design of **graphic content** for the **web** (homepage, landing pages, newsletters, banners, editorials, pop ups...) for the different **devices** (desktop, mobile and ipad) for the Spanish and international market.
- Adapting to the digital environment of **omnichannel projects** assuring the brand image, working closely with the photography, marketing, development, UX/UI teams, etc.

UX UI DESIGNER

February 2018 - July 2018

GIGIGO MOBILE SERVICES S.L.

- General support for UX/UI team: realization of wireframes (low, medium and high fidelity), user flows, mockups and prototypes.
- Methodology (agile): Scrum . Main tools: Sketch App, Zeplin, Invision, Jira, Slack. Clients: CocaCola, McDonalds, Grupo Vips,

EDITORIAL DESIGNER

January 2017 - August 2017

PRISMA PUBLICACIONES 2002 S.L.

- General support for Art and Design department of **Fashion & Arts Magazine** (*La Vanguardia* newspaper).
- Involvement in all the creative process and art direction related to the covers and interior design and layout of new collections.
- Retouching of image, realization of plastic arts (illustrations later published) and preparation of final arts for printing.

Education

UX UI DESIGN BOOTCAMP

— Ironhack

2019 - 2020

E-COMMERCE SPECIALIZATION COURSE

— Escuela de empresas

2018 - 2019

DESIGN MASTER

— Universidad Complutense de Madrid

2017 - 2018

DEGREE IN FINE ARTS

— Universidad Rey Juan Carlos

2013 - 2017

Skills



Sketch



Marvel



Invision



Principle



Figma



Photoshop



Illustrator



Indesign

Language

Spanish — Native competition

English — Basic professional competence

Methodologies: Design Thinking, User Research, User Centered Design, Lean, Agile, Scrum and Kanban.

