

Fintech - Designing a finance Product from scratch for the B2B and B2C space! (6 months)

- Carrying out Research techniques: Usability tests, Benchmarks and CardSorting
- Creation of Diagrams: UserFlows and Sitemaps
- Definition and Strategy of Microcopy of each UI in favor of the User Experience
- I created a robust cell component to build a complex table with different type of data and behaviors.
- Lo-Fi Wireframe Prototype Design and Hi-Fi Mockup Design using Adobe Xd
- Use of the Zumo Design System and its Design Patterns, based on Material Design
- Constant communication with the Product Owner and the Developers of the team to make decisions based on the available technologies, the times and the scope of the project to create solid MVPs.

SaaS - Rebuilding an in-house Product! (6 months)
that increase the Time-to-Market by empowering the User Experience for the Developers in the company.

- Doing User Interviews in colab with the team
- Mapping Qualitative Data with Empathy Maps
- Analyzing quants and quals Data gathered from Hotjar and Google Analytics tools - Creating User Personas
- Using Material Design with Figma for the UI platform
- Applying a data-driven mindset for decisions making

Content - Designing a Content Website for the Tech Culture! (3months)

- Wire-framing in Low and High fidelity using Figma
- Using the Design System of the brand
- Delivering Google Slides Templates created from a Google Sheets' charts applying UX/UI foundations.

Product Discovery Product Delivery Product Roadmap Product Marketing UX Design UX Research User Testing User Interviews Clarity Google Forms UI Design Prototype Interaction Design Figma Design System HTML/CSS Workshop Facilitation FigJam UX Writing Visual Design Design Thinking Agile

Comprehensive User Experience Optimization and Interface Design for Lead Generation and Continuous Improvement on Digital Platforms.

- UX / UI design and validation to generate landing leads, websites and newsletters using:
- A / B tests of copies, images and buttons.
- Insights taken from Google Analytics and heat-maps

UX Design UX Research User Testing UI Design Landing page Prototype Interaction Design Adobe XD Visual Design

UX/UI/Visual Designer

B2C Startup

at Mdos4

HEALTH TECH APR/2019 | MAY/2020

KEY DESIGNED PRODUCTS SaaS Landing Page

Designing for three different product; an App, a web pages and landing pages for every business target.

- A / B tests of copies, images and buttons
- Designing and optimizing end-to-end customer acquisition funnels to drive new customer acquisition.
- Testing with internal company personnel.
- Heatmaps and recordings of visits.
- Insights taken from Google Analytics.

Product Marketing UI Design Landing page Prototype Interaction Design Adobe XD Visual Design