Gabriela Polanco

Product Designer | New York- USA

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Web Designer/ Freelance

JANUARY 2021 – PRESENT (REMOTE)

Utilized user flows, architecture information, site maps, and wireframes to communicate and present ideas. Design visual layouts, while converting designs into HTML and CSS for 10+ web pages for artists and small businesses. Steer significant efforts in conducting stakeholder and client's interviews in order to meet business objectives.

KEY ACHIEVEMENTS/CONTRIBUTIONS:

- Enhanced user experience by providing production-ready Figma files, including prototype interaction and animations.
- Created and executed +100 quantitative surveys using Google Forms and Typeform with aim of understanding and addressing user needs.

Content Analyst / UENI(UK)

OCTOBER 2019– OCTOBER 2020 (REMOTE)

Leveraged technical expertise to develop SME websites to assist clients in positioning businesses and promoting services in Latin American online environment. Assessed and interpreted data such as web content and translations.

KEY ACHIEVEMENTS/CONTRIBUTIONS:

- Built and improved +500 website SEO to rank first on Google.
- Analyzed, edited, and curated visual and written content for +500 websites to deliver best user experience.
- Optimized business productivity by collecting and distributing weekly feedback to team leaders and managers.

Legal Administrative Assistant/
Federal Department of Justice

FEBRUARY 2013 – JULY 2018 (BUENOS AIRES, ARGENTINA)

Researched laws, court decisions, and other documents relevant to cases before court to aid in judge's decision-making. Prepared legal drafts by organizing and assembling information for legal documents and forms.

KEY ACHIEVEMENTS/CONTRIBUTIONS:

- Reviewed more than 400 complaints, petitions, motions, and pleadings, per month to aid in determining admissibility

Projects

DAOMOS
Decentralized app for DAOs

RITO
Web/app editorial project

Education

IRONHACK LISBON | 2022
UX/UI Design

IRONHACK | 2020
Web development

UNIVERSITY OF BUENOS AIRES | 2018
Attorney

Skills

Curious problem-solver
Proactive doer
Team mindset
User-centered
Empathy,flexibility
and open minded
Design thinking
User research
Design system
User interfaces design
Wireframe and prototypes
Process improvement
Cross-functional collaboration

Tools

Figma
Adobe Creative Suite
VS Code
Keynote
Google Slides
Google Forms
Typeforms