Gabriela Polanco-Ferreyra

UX/UI Designer

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WORK EXPERIENCE

Web Designer/ Freelance

January 2021 — PRESENT (Remote)

- Communicate and present ideas using user flows, architecture information, site maps, and wireframes.

- Develop and implement +100 quantitative surveys using Google Forms and Typeform to understand and address user needs, and conduct stakeholder and clients interviews to meet business objectives.

- Deliver production-ready Figma files, including prototype interactions and animations, after iteration of designs, to enhance the user experience based on user testing.

- Design visual layout and convert designs into HTML and CSS.

Content Analyst / UENI (UK)

October 2019— October 2020 (Remote)

- Created SME websites to help clients' business position and promote services in the Latin American online environment.

- Analyzed, edited, and curated visual and written content for +500 websites to ensure a good user experience.

- Built and improved +500 website SEO to rank first on Google.

- Collected and distributed weekly feedback to team leaders and managers to improve build time and quality to increase productivity.

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.

- Lent personalized assistance and guidance to more than 5000 attorneys, paralegals, and attorney's clients.

- Prepared legal drafts by organizing and assembling information for legal documents and forms.

SKILLS

Curiosity
Empathy
Flexibility
Teamwork and communication skills
Design thinking
User research and personas
Style guides
Wireframing and prototyping
Interaction design principles
HTML & CSS

TOOLS

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

EDUCATION

Ironhack Lisbon

UX/UI Design
2022

Ironhack

Web development
2020

University of Buenos Aires

Attorney
2011-2018