

# Gabriela Polanco-Ferreira

## UX/UI DESIGNER

### Contact

gabrielpolancoferreira@gmail.com  
+1 646 637 4077  
www.gabrielpolancoferreira.com  
www.linkedin.com/in/gabriela-polanco-ferreira

### Education

#### UX/UI Design Bootcamp

Ironhack Lisbon  
2022

#### Master in Mediation

Instituto Internacional de Estudios Globales para el Desarrollo Humano

#### Web development Bootcamp

Ironhack Remote  
2020

#### Attorney

University of Buenos Aires,  
Argentina.

### Skills

Design thinking  
User research  
UX design  
UI design  
Wireframing  
Prototyping  
Critical thinking  
Resolution and management of conflicts  
Figma  
Adobe creative suite  
Keynote  
Google Slices  
HTML & CSS

### Languages

Spanish ( Native)  
English (Full professional proficiency)

### Experience

#### Web Designer-Freelancer | 2021 - Present

- Concepted and created compelling visual designs and scalable web design systems, transforming clients' ideas into user centered designs.
- Communicated and presented ideas using user flows, architecture information, site maps, and wireframes.
- Developed and implemented +100 quantitative surveys using Google Forms and Typeform to understand and address user needs, and conducted stakeholder and clients interviews to meet business objectives.
- Delivered production-ready Figma files, including prototype interactions and animations, after iteration of designs, to enhance the user experience based on user testing.
- Designed visual layout and converted designs into HTML and CSS.

#### Content Analyst- UENI (UK) Remote | 2019-2020

- 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, Argentina | 2013 - 2018

- 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, including declarations, discovery requests, and complaints.
- Lent personalized assistance and guidance to more than 5000 attorneys, paralegals, and attorney's clients.