



# MARÍA FERNANDA MORA | DIGITAL PRODUCT DESIGNER – UX/UI DESIGNER

📞 662 572 815

✉️ mafer161194@gmail.com

📍 Madrid, Spain

📍 linkedin.com/in/maría-fernanda-mora-ojeda/

I'm a digital product designer with a background in architecture and I have also worked in real estate and social media. Furthermore, I think my diverse background gives me useful skills to apply in product design.

I decided to become a Digital Product Designer because it combines many things I love: research, people, problem-solving, design, and the tech world. I have always loved design and innovation, and I think the tech industry gives me an opportunity in it through product design.



## Projects

2022

### final project

Final project in the UI/UX Design Bootcamp at Ironhack Madrid

As a UI UX Designer am responsible for translating user experience journey into a smooth and intuitive interaction that product encounters, with collaboration with technical, product, data & business stakeholders.

2022

### carefood - wellness project

Educational Project at the UI/UX Design Bootcamp in Ironhack Madrid

carefood it's a wellness app that gives users the possibility to find organized menus of restaurants according to their health needs, specially intolerances, allergies, etc. You can find adequate plates for your needs in endless menus.

2022

### dreamfora - new feature

Project in the UI/UX Design Bootcamp at Ironhack Madrid

dreamfora it's an app for organizing and establishing goals, most users use it for incorporating healthy habits in their life. The problem was that people abandoned the app after completing some tasks, so we incorporated gamification as a feature to attract users to keep the app and avoid abandon their goals.



## Work Experience

2021

### Architectural content writer

METALOCUS – Online Architecture Magazine

Assigned in the redaction and edition of content department. Management, organization, analysis and editing of architectural content, and related subjects – such as art, music, books, exhibitions and displays –, for publication of articles in the magazine.

2018-2022

### Assistant & Graphic Designer | online

Tania Carter Realty – Real Estate Agent Denver

Agenda and documentation organization manager; creation and design of graphic material, including printing format and social media; property search for clients according to their needs and estimated budget and; assistance in visiting properties with clients.

2016

### Model maker

ma+ | micucci & arquitectos asociados

Assigned in the model making department. Study and analysis of blueprints to develop models, including materials and details, to be presented to clients. SAKAN HOUSE Project – Valencia, Venezuela



## Education

2022

### ux/UI Designer

Bootcamp in UX/UI Design at Ironhack Madrid

2021

### Degree in Architecture and Urbanism

University of Alcalá – Spain

2017

### University Student Exchange

Exchange student at ETSAM-UPM

## Tools

Figma

FigmaJam

Marvel

Miro

Webflow

Photoshop

Illustrator

InDesign

Google Suite

## Skills

UX Research

UX Design

UI Design

Prototyping

Presentations

Design Thinking

Journey Mapping

Agile Methodology

## Soft Skills

Creativity

Fast learning

Team Work

Organization

Management

Responsibility

## Languages

Spanish

Native proficiency

English

Advanced proficiency