María Alejandra Pérez

UX / UI Designer

UX / UI Designer with a passion for user-centric solutions and workflow optimization.
By efficiently researching and communicating with stakeholders and customers I design useful, honest, and accessible processes and products that understand the customer's struggles and motivations as well as the business needs.

Contact information

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in [@mapb1989](#)

🌐 mariaalejandraperez.com

Skills

Technologies & Tools:

Figma | Sketch | Adobe XD | Invision | HTML5 | CSS | Jira | Git |Zeplin | Miro | Notion | Maze

Soft skills

Problem solving | Adaptability | Time management |Empathy | Listening

Hard skills

Prototyping | Design thinking | UX Research | UI Design | Interaction Design

Languages

Spanish:	Native
English:	Proficient
German:	Beginner
Catalan:	Beginner

💼 Work Experience

10/2020 – present **UX/UI Designer (Freelance project)**

FixFirst (Berlin, Germany) [Remote]
SaaS provider for service partners and technicians of home appliances

- Collect requirements and feedback from clients to improve user flow and information architecture of application and desktop dashboard.
- Build components library for UI Designs.
- Create mockups and prototype of a new mobile application for iOS and Android targeted to technicians following the Human Interface Guidelines and Material Design.
- Redesign and prototype existing SaaS desktop solution for service partners and contact center.
- Redesign and prototype technicians' website.
- Run remote demos and usability tests to find points of improvement in the designed products (iterative work).

05/2018 – 04/2020 **Lead Customer Support and operations Engineer**

Social & Beyond (Barcelona, Spain)
Software provider of Smart WiFi and proximity marketing

- Manage support team.
- Analyze, improve and maintain the company's operational processes.
- Report, replicate and track bugs in the production environment.
- Provide training and support to customers as required.
- Manage customers' projects from contract signature to end of installation.

🖥 Projects

05-06/2020 **App for streaming services recommendations**

UX/UI Final Project at Ironhack (UX Research, IA, Interaction design, UI Design.)

Goal: Offer accurate recommendations for movies and shows streaming services.

Other projects can be found at mariaalejandraperez.com

🎓 Education

12/2019 – 06/2020 **UX/UI Designer**

Ironhack *(Barcelona, Spain)*

09/2014 – 02/2017 **Master's degree in Telecommunications Engineering**

Universitat Politècnica de Catalunya *(Barcelona, Spain)*

09/2007 – 12/2012 **Electronic Engineer**

Universidad Simón Bolívar *(Caracas, Venezuela)*