María Alejandra Pérez

Product Designer with background in Engineering

Product Designer with a passion for user-centric solutions and workflow optimisation.
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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Recent Education

11/2022– 05/2023

Web development bootcamp

SheCodes *(online)*

12/2019 – 06/2020

UX/UI Designer

Ironhack *(Barcelona, Spain)*

09/2014 – 02/2017

Master's degree in

Telecommunications Engineering

Universitat Politècnica de Catalunya

Skills

Technologies & Tools:

Figma | Sketch | Adobe XD | Invision | HTML5 | CSS | Jira | Git |Zeplin | Miro | Notion | Maze | Localization software (Phrase Strings)

Soft skills:

Problem solving | Adaptability | Time management |Empathy | Listening | Leadership

Hard skills:

Prototyping | Design thinking | UX Research | UI Design | Interaction | Agile| Usability testing

Languages

Spanish: Native

English: Proficient

German: Beginner

Catalan: Beginner

💼 Recent Work Experience

Unblur (Barcelona, Spain)

SaaS provider for front line Emergency services to help them make better, faster data-driven decisions.

01/2023 - present   **Product designer**

Main achievements

- Lead designers and provide support and guidance through the design thinking process.
- Integrate the developers in the design process by making them part of workshops, design critique dynamics, and user testing sessions.

Tasks

- Use of user story mapping to support the definition of the MVP.
- Definition of task flows and user flows.
- Sketching and LoFi Wireflows.
- Collecting user feedback for launched functionalities and running usability testing.
- Supporting the PM team and business team with the user discovery process.
- Development of UI tasks defined below.

03/2021 – 12/2022   **UI Designer**

Main achievements

- Lead the transformation of the company's UI Kit into a Design System with the definition of tokens, responsive components (use of Figma Auto layout and Constraints), and documentation of use and behaviors for designers and developers.
- Ideation and implementation of a new product logo.
- Contributed to the redesign of the product's main functionalities (desktop and mobile version): general definition of new look & feel (new color palette), new components, and behaviors (active, hover, inactive states.

Tasks

- Responsible for creating HiFi mockups of new functionalities and enhancing already existing ones for all the product platforms (Desktop, tablet, and mobile).
- Design system maintenance.
- Final HiFi Wireflows, prototyping and design of micro-interactions.
- Document Design Guidelines and processes.
- Performing usability testing and click testing to be able to better understand usability and accessibility in the special context of the company.
- Handover of designs to devs as well as working closely with them to guarantee that the visual components look perfectly in code.

FixFirst (Berlin, Germany) [Remote]

SaaS provider for service partners and technicians of home appliances

10/2020 – 02/2021   **UX/UI Designer (Freelance project)**

- Interviewing users and stakeholders to understand their needs and collect their feedback (the product targeted three different user personas).
- Responsible for creating user stories, user flows, wireframes and HiFi mockups for a POC.
- Creation of design system (documentation of components).
- Prototyping and design of micro-interactions.
- Performing user testing in a remote mode (Maze).
- Working with devs to support the design implementation.