Maricarmen **Quijano Chauta**

UX Designer - UX Researcher

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👤 single   📅 11/07/1987   ✈ availability to travel

Passionate about understanding user behavior, analyzing insights and data to transform them into experiences according to specific needs to the platforms of use.

SKILLS

- User research methods as:
  • User Interviews 1:1
  • Surveys and Questionnaires
  • Card Sorting
  • Usability Tests
  • Guerrilla testing and observation
  • Tree Tests
  • A/B Tests
  • Heuristic evaluation
- Analysis qualitative and quantitative data
- Benchmarks
- Site maps (Xmind)
- Wireframes (Figma / Axure)
- Low and high fidelity prototypes (Figma / Axure)
- Experience in eCommerce
- Art direction
- Marketing digital

EDUCATION

- 2015-2016, **EAFIT University** (Universidad Escuela de Administración y Finanzas y Tecnologías)- Certified in Digital Marketing. Bogota, Colombia.

- 2009-2011, **UNITEC University** - Technologist in Design and Graphic Production. Bogota, Colombia.

- 2004-2008, **Taller Cinco Design Centre** - Technician in Fashion Design. Bogota, Colombia.

ADDITIONAL EDUCATION

- 2013, Ministry of Information Technologies and Communications and CYMETRIA Group S.A - Web and Mobile Development Course HTML5/CSS3. Bogotá, Colombia.

- 2014, Training in Vtex eCommerce marketplace. Usability and User Experience.

-2018, **Usaria** - User Research Course.

-2018 **Usaria** - UX Writing Course.

-2021 **UX-Alliance** - Certified UX-PM

LANGUAGES

Spanish: Native.
English: B2
Portugues: Limited working proficiency.

REFERENCES

ANDRES BALLEN: Lead UX ITAÚ. Bogotá, Colombia. - Contact: (+57) 304 545 07 77

October 2020 - Actualidad
UX Designer
VIRGIN MOBILE COLOMBIA

- Responsible for UX in every digital channel
- Design of user flows, AI of new web functions
- Use of differernt methodologies of research to test web/app or new functions
- Support in content focusing in UX writing
- Support throughout the process with communication, IT, CX.

April 2017 - March 2019
UX/UI Designer
DDB WORLDWIDE COLOMBIA

- Planning, design, and usability testing.
- Responsible for interviews to users and stakeholders.
- Analysis data qualitative and quantitative and reporting about it.
- Site maps (Arquitecture web site)
- Design interface of web sites, landing pages, apps (UI)
- Design of Prototypes and interactives Wireframes in low and high fidelity.

Brands: AVIANCA, FLYBOX, CORONA, CANON, CHESTERFIELD, GRUPO BOLÍVAR.

February 2015 - March 2017
Web Designer and UX
TBWA WORLDWIDE COLOMBIA

- Design and art direction of web site and social networks pieces about creative campaigns.
- Site maps (Arquitecture web site) and Wireframes.
- Design of interfaces
- To coordinate the work to the team and planning times.

Brands: TIENDAS JUMBO COLOMBIA (Retail)

November 2013 - January 2015
Art Director and Design Team Leader
DIGIWAY COLOMBIA

Brands: GARMIN, CENTRO COMERCIAL ANDINO, TUGO, SPORTLIFE, BANCO DE BOGOTÁ, CREDIVALORES, HEINSOHN, HOTELES ROYAL, NESTLE ECUADOR.

September 2012 - November 2013
Web Designer
DIGIWAY COLOMBIA
Brands: CENTRO COMERCIAL ANDINO, CREDIVALORES, HOLCIM, HOTELES ROYAL.

March 2011 - January 2012
Web Designer
ARIADNA MARKETING INTERACTIVE
Brands: LAN, AIRES, GELATINA BOGGY, PÓKER, AGUILA LIGHT, PRODUCTOS RAMO.