

Maricarmen Quijano Chauta

UX Designer - UX Researcher

☎ (+57) 3002175729 📞 (+57) 3002175729 ✉ quijano.maricarmen@gmail.com

💻 behance.net/quijanomaricarmen 🔗 linkedin.com/in/maricarmen-quijano

📅 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 BALLEEN: Lead UX ITAU. Bogotá, Colombia. -
Contact: (+57) 304 545 07 77

December 2021 - Nowadays

UX Lead COMPONENTE DIGITAL

- Responsible for leading the customer experience processes through consulting.

October 2020 - November 2021

UX Designer - UX Researcher VIRGIN MOBILE COLOMBIA

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

April 2017 - March 2019

UX/UI Designer DDB WORLDWIDE COLOMBIA

- Responsible for interviews to users and stakeholders.
- Analysis data qualitative and quantitative and reporting about it.
- Web site architecture, user flows
- Design of Prototypes and interactives Wireframes in low and high fidelity.

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

February 2015 - March 2017

UX/UI 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

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.

Maricarmen Quijano Chauta

UX Designer - UX Researcher