Nayeli A. Pérez T.

nayeliperez.com   223 Emporia Blvd. #5
nayeliaperezt@gmail.com   San Antonio, TX 78209
LinkedIn: nayelip   (915) 449-3373

I am a multidisciplinary designer with a keen interest in user interface design, design systems and the overall challenge of designing digital experiences in an increasingly digital world.

Experience

Product Designer Chargify
SEPTEMBER 2018 - PRESENT   San Antonio, TX

Chargify is a subcription billing platform built for B2B SaaS (Software as a Service) products.

* Wireframe, iterate, and prototype complex interfaces
* Continuously improve the design system and experience of our app through user research, testing, and implementing frontend changes (using HTML, SCSS, JS, React)
* As part of the Core Billing Developer team, work with developers and the product manager, using Agile methodologies, to plan and design complex new features
* Support marketing with creation of visual assets, art direction, and the creation of editorial pieces (such as eBooks, brochures, banners)

Graphic Designer esd & Associates
AUGUST 2016 - AUGUST 2018   San Antonio, TX

Esd & Associates is a small marketing agency.

* Developed press-ready creative for traditional media (billboards, posters, flyer, etc.) for both long-term marketing campaigns and short-term projects that required a quick turnaround
* Designed website and app interfaces for projects ranging from landing pages to mobile apps and implemented websites and front end code using Wordpress, HTML, CSS, JS, and Bootstrap
* Created logomarks, brand identities, and brand guidelines and project-managed large designed pieces such as RFPs (design, compile copy and data from all departments, build infographics, strategize and discuss creative, manage deadlines)

Art Director Trinity University's Skyline Magazine
JANUARY 2016 - MAY 2016   San Antonio, TX

Skyline is a publication written, designed, and produced by students at Trinity University's Communication department.

* Responsible for defining the overall visual style of the magazine.
* Worked closely with the managing editor along with our faculty advisors to create a style guide and subsequently layouts that would position Skyline as a professional, streamlined student publication.

Education

B.A. in Communication, Cum Laude Trinity University
AUGUST 2012 - MAY 2016   San Antonio, TX

Minor in Studio Art & Art History, Photography (Darkroom) Concentration,
Semester Abroad Fall 2015 at Studio Art Centers International (SACI) - Florence, Italy

Tools & Skills

Creative Cloud : InDesign, Photoshop, Illustrator, Lightroom
User Interface & Front End Development: Sketch, Figma, Git, HTML/CSS/SCSS, Bootstrap, Webflow
Languages: Spanish (native speaker, reading, and writing)
Photography: Extensive photography, photo editing, and darkroom printing experience