



# Ivonne Audeves

UX/UI Designer

[Portfolio](#)

[hello@filaudeves.com](mailto:hello@filaudeves.com)

## > About me

UX/UI designer with experience in Product Innovation for software industry.

Problem solver through user research and observation, to understand the latent user needs and enhance the product usage experience.

Builds products with Strategic Design by analyzing the user and connecting the findings with the business strategy to deliver a viable product.



## > Technical skills

### Main Skills

- Cross-functional communication
- Produces and iterates on both low and high fidelity prototypes
- Validates before building something
- Facilitates client feedback and project delivery
- Collaborative Design (Product + Dev teams)
- Strong Visual Design Skills

### User Research

- Usability Testing
- Open/Closed Card Sorting
- User Interviews
- Remote User Research
- Rapid Prototyping
- Heuristic Evaluations
- Journey Maps
- Content Architecture Funnel
- Affinity Diagramming

## > Language

English (Professional)

Spanish (Native)

## > Location

Sonora, México.

### Tools

Sketch

Figma

InVision

Zeplin

Overflow

Adobe Cloud



## > Work Experience

February 2017 - Current

### UX/UI Designer at Nearsoft

**UXTeam.** As part of a Cross-functional team at Nearsoft, we improve the user experience of our client's software products through research and design. I facilitate workshops about User Experience and Product Ideation at Nearsoft and the community.

**Labs.** I've worked in the innovation team at Nearsoft (Nearsoft Labs) designing products for agile teams and customer service. My tasks goes from planning the whole user flow of the product, to design the brand identity of it.

### Activities

- Prototype product idea in low fidelity like paper, or design detailed and functional prototype.
- Wireframe to communicate ideas with the team.
- Validate before building something to reduce the rework.
- Interpret user feedback and translate it into a functional solution.
- Design mockups. Create style guides.
- Brand identity for Software Dev Tools.



## > Achievements

June 2018

Won 'Special Price' at Pitney Bowes SMB Challenge 2018, with the [Freshdesk + Mercadolibre](#) integration.

September 2018

Facilitator on "NearsoftCon" giving the workshop [Solve Problems with a Human-Centered Approach](#), by Nearsoft's UX Team.

September 2018

Facilitator on giving the workshop [Rapid Paper Prototyping](#), by Nearsoft's UX Team.

July 2018

Facilitator on "Summer Talks" giving the workshop [Empathy Driven Innovation](#), by Nearsoft's UX Team.



## > Education

August 2012 - May 2017

### BA in Industrial Design

Instituto Tecnológico de Estudios Superiores de Monterrey