ANNETTE PADILLA

UX Designer

A resourceful, empathetic and highly curious Designer with a user-centric focus. Skilled in every aspect of the design process from ideation to launch and committed to being a communicative team player.

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www.uxploredesign.com

Located in the EU
Available for Relocation

SKILLS

User Research
Wireframing
Prototyping
User Interface Design
Accessibility
User Flows
Design Thinking
Usability Testing
Information Architecture
Problem Solving
Empathy
Bias Awareness
Communication

SOFTWARE

Adobe XD
Figma
Adobe Premiere Pro
HTML, CSS, Javascript

UX / UI Projects

Impact   April 2024

Conceptual Design. Sustainability made simple

Problem: There is a climate crisis happening all around the world but most people don't know how or if they can, make a positive impact

Research:

- Competitive analysis showed the competitor failed to retain users past a beginner initiation
- User research shows that 72% of nearly 14,000 adults aged 18-75 across 14 countries want to do more but don't due to lack of information, pessimism, and lack of news coverage
- Most people have strong distrust that their governments and corporations will choose to "do the right thing"

Solution: A gamified app to engage users in easy, personalized, sustainable actions each day and monthly challenges to reduce their carbon footprint. Including positive sustainability and climate action news from around the world to inspire an optimistic attitude, and utilizing the "Tamagotchi effect" with a virtual forest to build upon for the app mascot

SWELL   March 2024

Career Foundry Final. Waves & Weather in real-time

Problem: Watersport users and beach goers can't enjoy their water sport activities when they want or need to, due to unreliable reports from common weather apps

RESEARCH:

- Competitive analysis showed 2 competitors, one only catered to one water sport and was expensive, and the other had poor navigability and complicated reports
- User Research showed users would like and need an inclusive, easily understood, and low cost app
- 100% of surveyors said they would use real-time weather reports
- Users are highly influenced by friends and family, making it more likely to download and use an app with a social element

SOLUTION: Real-Time wave and weather reports in a concise, low cost, and aesthetically pleasing way. By giving reports in real-time, the inaccuracy of common weather apps is nearly eliminated. Plus, a community page and event maker feature bring a social element

Work History

Content Specialist   2014 - Present

Self-Employed

- Analyzed the 1st, 2nd, and 3rd most common products being requested to create, manage, and send off to various customers, satisfying all customers needs and retaining multi-year long business relations
- Researched, wrote, designed, and produced custom ordered products within deadlines for individual clients with gaining 100% client satisfaction and 30% of clients immediately requesting additional similar services
- Increased sales 3x within first 2 years in business
- Managed social media profiles to communicate with and market to target audience to drive user engagement, retention and sales
- Created and managed conceptualization, production, marketing, and delivery, of digital products