VERONICA CORTES

UI/UX DESIGNER

UI/UX designer with a background in event management. Passionate about creating positive change through simple and meaningful interface designs which are easy to navigate.

✉ vcortes1976@gmail.com

in https://www.linkedin.com/in/vcortes1976/

🌐 https://vcortes1976.github.io/Portfolio-Site-Veronica-Cortes/index.html

EXPERIENCE

CO-FOUNDER AND DESIGNER   Jul 2020 - to date

Yoga Kind Collective, London

- Logo design, style guide, digital marketing assets
- Designing an app to promote classes, support class bookings, deliver inspirational content and connect our community.

EVENT DIRECTOR   Feb 2017 - Mar 2020

Outsourced Events, London

- Project managed a portfolio of events worldwide for five key accounts in the IT industry; leading project teams and presenting at client meetings.
- Created event brand design proposals to enhance customer journey and experience.
- Customised event websites and apps using event management tools such as CVent, CrowdCompass, Attendify, following client brand guidelines.
- Analysed event data and reviewed feedback to create reports informing what went well, what didn't go well, what could be improved.
- Line manager to two Event Executives, responsible for training, performance reviews and project allocation.

CONFERENCE OPERATIONS MANAGER   Jul 2016 - Feb 2017

Campden Wealth, London

- Implemented online project management tool, Asana, which transformed event planning through collaborative practices, and transferred event communications to email marketing software, Adestra, to centralise and track all communications, which improved operational efficiencies.
- Line manager to one Event Executive.

CONFERENCE PRODUCER   Jan 2015 - Dec 2015

Future Insights, Bath

- Produced a series of conferences for designers and developers in London, and the U.S. Researched key topics and worked closely with industry experts to build and curate engaging and relevant programmes.

SKILLS

- Market research and analysis
- User research and analysis
- User personas
- User flows
- Iterative wireframing
- Prototyping
- Usability testing
- Interaction design
- Responsive web design
- Style guides
- Presentation mockups
- Basic HTML and CSS

TOOLS

- Sketch
- InVision
- PhotoShop
- Miro
- Usability Hub
- Atom
- GitHub
- GitHub Desktop

EDUCATION

Certificate in UI Design
CareerFoundry
May 2020 - Mar 2021

BA (Hons) Dance
Bath Spa University
2009 - 2010

Foundation Degree, Dance Theatre Performance
City of Bristol College
2007 - 2009