

# VERONICA CORTES

## UX Designer

Passionate about creating positive experiences through human-centered interface designs which are easy to navigate.



[vcortes1976@gmail.com](mailto:vcortes1976@gmail.com)



<https://linkedin.com/in/vcortes1976/>



<https://vcortes1976.github.io/portfolio/>

## EXPERIENCE

### UX Designer (Freelance)

#### Appy Ventures | Current

- Supporting multiple client projects throughout the design phases including workshop support, project planning, competitor research, user flows, iterative wireframing and usability testing.
- Instrumental in the development of Case Study venture, currently being piloted.

### UI / UX Designer (Volunteer)

#### Malmö Intl. School Family Association | Aug 2021 - Oct 2021

- Website review, consultation, UI style guide and card sorting workshop.

### Co-founder & Designer

#### Yoga Kind Collective | Jul 2020 - Jul 2021

- Designed and launched the brand in conjunction with an online event, attended by 65 students based in the U.K., Europe, U.S. and Asia.
- Designed a mobile app to support teachers and students with class promotions, class bookings and source of inspirational content.

### Event Director

#### Outsourced Events | Feb 2017 - Mar 2020

- Created impactful event brand designs, enhancing customer journeys and generating new business leads for 5 key accounts in the IT industry.

### Conference Operations Manager

#### Campden Wealth | Jul 2016 - Feb 2017

- Designed event collateral, enhancing customer experiences, adhering to very strict brand guidelines to uphold brand identity and reputation.

### Conference Producer

#### Future Insights | Jan - Dec 2015

- Worked closely with industry experts to curate and deliver a series of engaging conferences and workshops for designers and developers in London, New York, San Francisco, Boston and Las Vegas.

## EDUCATION

### UI Design

CareerFoundry, May 2020 - Mar 2021

### BA (Hons) Dance

Bath Spa University, 2009 - 2010

## SKILLS

- Competitor research & analysis
- User personas
- User flows
- Iterative wireframing
- Prototyping
- Usability testing
- Interaction design
- Responsive web design
- Project management
- Basic HTML and CSS

## TOOLS

- Figma
- Sketch
- Miro
- InVision
- Loom
- Usability Hub
- Google suite
- Atom
- GitHub