

# VERONICA CORTES

## UX/UI DESIGNER

With a background in event management, I am passionate about creating positive experiences through human-centered interface designs which are easy to navigate.



vcortes1976@gmail.com



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



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

## 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
- Style guides
- Basic HTML and CSS

## TOOLS

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

## VOLUNTARY

### UI DESIGNER

Malmö International School Family Association | Present

- Website review and consultation including icon designs and style guide.

## EXPERIENCE

### CO-FOUNDER & DESIGNER

Yoga Kind Collective, London | 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.
- Delivered tailored online yoga content to a U.K. based mental health and wellbeing organisation.

### EVENT DIRECTOR

Outsourced Events, London | 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, London | 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, Bath | 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.
- Supported in-house designer on all printed event collateral.