YANY AVELAR
UX DESIGNER + DEVELOPER

PROFILE

I'm UX designer and front-end developer living in Portland, OR. I have 8+ years of design experience working with creative agencies, editorial companies, and as a freelance multimedia designer.

CONTACT

info@yanyavelar.com

yanyavelar.com

SKILLS

User Experience

User Surveys	**User Interviews**	**User Persona**
Wireframing	**Prototyping**	**Journey Mapping**

Programming

HTML/CSS	**JavaScript**	**Bootstrap**
Wordpress	**Dreamweaver**	**Visual Studio Code**

Software

Figma	**InDesign**	**Illustrator**
Lightroom	**Photoshop**	**Google Analytics**

EDUCATION

University of Denver
2020–2022

MA Communications Management
Concentration in UX Strategy

University of Denver
2020–2022

MS Info. Communications Technology
Concentration in Software Development

South Dakota State University
2011–2015

BS Graphic Design
Minor in Fine Arts

EXPERIENCE

Yany Avelar | Freelance
Freelance: *September 2015 - Current Role*

Conceptualized, prototyped, and executed projects for external clients such as branding, photography, and websites.

Skills required: *Wireframing, user research, Figma, Wordpress, HTML/CSS, Bootstrap, SEO, Adobe Creative Suites, Google Analytics.*

605 Creative Co.
Lead Multimedia Designer: *September 2018 - August 2020*

Conceptualized, prototyped, and executed projects for external clients such as branding, photography, and website development.

Skills required: *Wireframing, user research, Wordpress, HTML/CSS, SEO, Adobe Creative Suites, Google Analytics.*

605 Magazine + 605 Weddings
Lead Multimedia Designer: *September 2018 - August 2020*

Lead and delegated projects ranging from graphic design, photography, videography, web design, and more.

Skills required: *Wireframing, HTML/CSS, Adobe Creative Suites, SEO, Google Analytics.*

LANGUAGES

English + Spanish

RECOGNITION

2015 *USDA Excellence Award Winner*

2019 *Silver South Dakota ADDY Award Recipient*

2020 *Great Plains Journalism Awards Portfolio Finalist*

2020 *Great Plains Journalism Photographer of the Year Finalist*

CERTIFICATIONS

Google Analytics
2022

Understanding of Google Analytics and use of various reporting tools and features to track and report website traffic and engagement