

Professional with 3 years of experience in UX/UI design, specialized in web and mobile applications for the financial and accounting sectors. Leading projects with multidisciplinary teams to implement tools that optimize processes and stimulate sales, driving innovation and improving user experience.

EXPERIENCE

GCA Growing Companies Advisors. Miami, United States.

Senior Product Designer.

11/2023 - Present

- Led the redesign of the Kiiiper accounting services application, which managed to increase billing by 400% in the first quarter compared to the previous year, implementing a hybrid subscription (SaaS) and usage-based billing model.
- Supervised front-end implementation, guaranteeing a 100% match with the defined visual specifications, relying on iterative testing alongside a cross-functional team to preserve the integrity of the design system.
- Increased subscriber acquisition by 20% in the first quarter following the Kiiiper relaunch, with the renewal of the promotional website, for which I designed the new interface and managed development tasks.

Product Designer.

08/2022 - 11/2023

- Increased sales by 25% with the design of the Proposal Generation module for the GCA Platform, improving the conversion of prospects to clients.
- Expanded the functionality of the Service Management module with more than 70 new interfaces, making it easier for users to personalize and control the services contracted by clients on the GCA Platform.
- Enhanced user experience on the GCA Platform, introducing cutting-edge features for user profile customization and dynamic automated notifications.

TPot Group. Caracas, Venezuela.

UX/UI Designer (project).

12/2023 - 03/2024

- Led the design of the Shambea application, a tool that connects trained professionals with locally requested jobs, delivering the prototype for its initial testing phase; laying out all user interfaces and planning process flows.

Loszen. Valencia, Spain.

UX/UI Designer.

08/2020 - 07/2021

- I led the design of the Compartaxi application, which was successfully tested by 50 taxi drivers in the Valencian Community, with expectations of being adopted by 10,000 taxi drivers in Spain. To do this, I worked with a multifunctional team laying out all the user interfaces, developing a design system and planning the process flows and user interactions with the application.
- I implemented improvements in the user experience based on the iterative analysis of test results, optimizing usability and user satisfaction.

EDUCATION

Zero to Mastery. Udemy.

Certification in Design for web & mobile.

05/2021

California Institute of the Arts. Coursera.

Visual Elements of User Interface Design.

02/2021

Universidad Simón Bolívar. Caracas, Venezuela.

Materials Engineering.

07/2019

LANGUAGES

- Spanish (Native).
- English (Fluent - C2).

SKILLS

- User Interface Design, Wireframing, Prototyping, Figma, Adobe XD, Sketch.
- User experience design, Process flow, UX Research, Lucid, Zeplin.
- Design systems, Design Thinking.
- Graphic design, Corporate identity, Adobe Photoshop, Adobe Illustrator, Adobe InDesign.
- Video editing, Animations, Adobe After Effects, Adobe Premiere Pro.
- Web design, HTML, CSS, JS, WordPress.
- Business model planning, Software as a service (SaaS), Usage-based billing.
- Project management, agile methodologies (Scrum, Kanban, CI/CD), ClickUp, Omniplan.