FerBalandra

UX|UI DESIGNER

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Creating exceptional user-centered designs rooted in user research, human needs, and behavioral psychology in order to maximize user experience.

SKILLS

- Native design(iOS and Android)
- Human-center design research method
- Generative and Evaluative design research methods"
- User experience design
- Wireframing and prototyping
- Familiar with remote user testing tools like Userzoom
- Sketch, Invision, UXPin, Balsamiq and similar

- Agile workflow (Rally, Jira, Confluence, and similar Agile tools)
- Team management
- HTML, CSS | Core knowledge
- Adobe Suite | Web design, vector graphics, color corrections, digital illustrations, page layout of multiple and single page documents.

WORK EXPERIENCE

Contract position with TCW at USAA
Position: Mid UX/UI Designer   **MAY '19–PRESENT**

- Collaborated on the iOS and Android App design
- Organized, prepared, and conducted qualitative tests using User Zoom to inform the designs
- Designed iOS 14 widget concepts for company app first release
- Participated in qual test for the wireframes and prototypes for an app design
- Created reports on findings from research that were used as mediums of communications for business partners
- Created content for an internal site used in the internal communication about a major project update
- Collaborated with project managers to create processes and file structure for my team
- Created resource content web pages to communicate project process
- Moderated usability tests for the account summary team project
- Built working relationship and established trust among developers to better inform my design process
- Worked in an Agile environment and familiar with the structure
- Facilitate a biweekly culture team meetups

Texas State University, San Marcos, TX
Position: UX/UI Designer   **AUGUST '15–APRIL '19**

- Conducted and prepared usability test on computer interface for the entire university
- Created user center interface design for the editor environment on the universities website CMS
- Introduced Architecture design for new tools and applications
- Wireframe and prototype for any new tools and applications
- Redesign of interactive GUI interface available at the university
- Web design including collaboration with account executives and web developers
- Team leading in implementing process for cyclical releases of new features for University website

- Experience with responsive web design
- Design of e-mail marketing, for user reach on new website features

esd and associates, San Antonio, TX
Position: Creative Designer
JULY '13–AUGUST '15

- Design web experiences including collaboration with account executives and web developers
- Creation of landing page concept and programing using HTLM & CSS
- Worked with responsive web design and frameworks like bootstrap
- Conception & design of social media campaign containing several digital elements
- Design of e-mail marketing, online digital ads, and social media marketing
- Conception & design of a variety materials such as logos, brochures,newsletters, magazines, ad campaigns
- Met with account executives as needed to ensure timely, accurate completion of assigned projects
- Art direction on several photo-shoots for collateral use on client work

Texas State University, San Marcos, TX
Position: Student Worker
MARCH '11–MAY '13

- Design printed material for office use
- Student event planning and organization
- Poster design for office events
- Customer service, for student inquiry on information
- Clerical duties such as data entry and filing

esd and associates, San Antonio, TX
Position: Creative Designer internship
MAY '12–AUGUST'12

- Conception & design of print materials such as logos and branding
- Design of online digital ads, and social media marketing
- Conception & design of a variety materials such as, brochures and newsletters
- In charge of production work such as directory design and copy input

AWARDS

Silver ADDY award 2014
Gold ADDY Award 2013
Bronze ADDY Award 2013

LANGUAGES

Fluent in
English
Spanish