

Results-driven User Experience Designer with a decade of experience in Information Architecture, System Design, and Graphic Design. Proven ability to bridge the gap between technical and design aspects, ensuring cohesive user experiences and optimized system performance.

Additionally, an accomplished Digital Marketer with experience in the inception and execution of marketing campaigns and content analysis.

PROFESSIONAL EXPERIENCE

Graph Code

PRODUCT MANAGER / UX DESIGNER / MARKETING [Jun 2022 to Present]

- Defined product scope, conducted customer requirements definition, created diagrams and wireframes for custom systems developed for large corporations and government agencies.
- Created high fidelity prototypes using Figma, Adobe XD, and Bootstrap.
- Information architect for large government websites and systems. Diagrams using Lucid and Miro.
- Created instructional and informational videos for government agencies.

ePermitHub

UX DESIGNER / MARKETING [Nov 2021 to Jun 2022]

- Defined the interaction design and prototype (Bootstrap) of the ePermitHub Plan Review application for Accela and Salesforce.
- Responsible for the creation of marketing materials (presentations, videos, graphics)

Digital Creativation LLC (Freelance)

GRAPHIC DESIGNER / WEB DEVELOPER / UX DESIGNER / MARKETING [2016 - 2021]

- Design and development of corporate websites for various types of clients.
- E-commerce website development with WordPress
- Video production (script, shooting, post-production)
- Marketing strategy design and development for businesses
- Branding design (logo, business cards, flyers)

EDUCATION

1998-2003 Bachelor in Library and Information Science. Faculty of Social Communication. University of Havana, Cuba.

1994-1996 Industrial Design. Institute of Industrial Design, Havana, Cuba.



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SKILLS

- Information Architecture
- System Design
- Graphic Design
- UX/UI Principles
- Wireframing & Prototyping
- CMS Website development
- Bootstrap, HTML and CSS
- Digital marketing
- Video Production
- Photography

TOOLS

- Figma
- Adobe XD
- Lucid Chart
- Miro
- WordPress
- Adobe Illustrator
- Adobe Photoshop
- Adobe Premiere
- Adobe After Effects
- Adobe Animator
- Adobe Dreamweaver
- Visual Studio Code



See PORTFOLIO