

Maria Cervantes | Senior UI /UX Designer

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Summary

I am an Interaction Designer with a background in Industrial Design. In the last few years, I've worked mostly on developing products & solutions in the digital world that match current trends, user needs, and industry standards. I am familiar with working with Agile/Scrum methodologies and product development through iterations. I like mapping the user needs and context through design thinking methods. Likewise, I am used to developing and testing IA, user flows, user journeys, and prototypes through user testing. I've used Jira, Confluence, Bitbucket, and Asana to track my projects. Designing and prototyping with Figma, Adobe XD, Axure, Miro, QuantUX - and even Codepen for prototyping snippets is something I feel comfortable with. My soft skills make me suitable for client-facing roles and I don't mind working with complex systems.

Professional Experience

Senior UI / UX Designer

@ Klyp Agency.
Brisbane, Australia.

September 2020 - June 2022
(Maternity leave from June 2022-onwards)

- Generated quotes and road maps alongside with Head of Design, Product Managers, and Lead Developers to achieve our external milestones.
- Analysed client's data (Hotjar, Google Analytics) to create UX Audits and formulate actionable solutions for our clients.
- Developed IA, user flows, wireframes, and prototypes for our projects - aiming to include user feedback as part of our process and considered it inside our quotes.
- Created tech specs and all documentation required so our overseas team (Developers and QA testers) could implement our solutions successfully.
- Generated Design Systems that worked both for mobile and web.

UI/UX Designer (Development & Operations)

@ simPRO Software.
Brisbane, Australia.

January 2017 - May 2020

- UI/UX Designer for the main projects and bigger features implemented in simPRO's star product: Enterprise.
- Worked closely with the Product Owner and Business Analyst and conceptualised viable solutions for the larger features we implemented
- Collected user's feedback to formulate user-centric solutions
- Developed user flows, wireframes, prototypes, and all documentation Developers and QA testers needed for a successful implementation
- Formulated usability test plans for key features implemented by my team
- Redesigned the full revamp of the eForms App for mobile/tablet users

Tutor at UQ
@ The University of
Queensland, Australia

August - November 2016
(Supervisor: Dr. Alex
Pudmenzky)
August - November 2015 and
2016 (Supervisor: Dr. Daniel
Angus)

- Help lecturers prepare and run workshops for the courses: 'Design Computing Studio - Build' (DECO3801) and 'The Web from the Inside Out - from Geeks to Google & Facebook' (INFS1300)
- Instructed best practices related with software and web development

Overseas Professional Experience

**In-Store Display National
Coordinator (Marketing
Division)**

@ LG Electronics Mexico
July 2010 - January 2014

- Industrial Design related role: Managed and supervised production and installation of in-store display with different clients around the country. Daily activities included budget planning, production forecast, client negotiation, coordination between providers and staff in POS

**Junior Industrial
Designer**

@ Cohendi Projects
Design Agency, Mexico
June 2009 - July 2010

- Worked closely with our client's Visual Merchandising teams to fulfil their In-Store requirements and needs

Design Chief

@ Publicidad Sobre
Rieles - Advertising
Agency, Mexico
March 2008 - June 2009

- Created (with collaboration of Arq. Omar Sayeg) the whole project blueprints for Outdoor advertising spaces placed at the Suburban Train stations

Trainee

@ Insitum (now Fjord
LATAM. Mexico
August 2007 - January 2008

- Supporting tasks for ethnographic research projects (shadowing, user testing, interviews, workshops, focus groups)

Academic Experience

Master of Interaction Design (2014 - 2016) @ The University of Queensland. Brisbane, Australia

- Dean's Commendations for Academic Excellence (UQ, Australia, 2015)

BS. of Industrial Design (2002-2007) @ ITESM. Mexico City, Mexico

Design Skills: Figma, Justinmind, Adobe Cloud (XD, Photoshop, Illustrator). HTML5, CSS, Qualitative Research, Workshop Moderation, Remote User-Testing, Guerilla Testing, Usability Evaluation, QA and Look & Feel Evaluation.

Other Management & Organisational Skills: Project Management, Coordination, Budget Planning, Client Consultation, Client Liaison, Lean / Agile / SCRUM Methodology