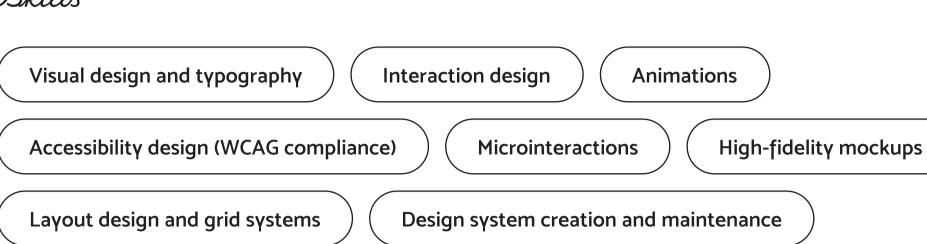
74:/, I'm Fernanda Inigo, Ul Designer.

I've been working on creative digital projects for the last 6 years, and I am passionate about it every day. My career has allowed me to gain the skill set needed to be both a developer and designer, thanks to the opportunity of collaborating with people and companies with different profiles.

Skills





Experience

Ballast Lane Applications March 2022 - Actual

UX Designer

- Create deliverables with specialized focus on UI Design for Annise platform
- Maintenance of the design systems across desktop and mobile
- Create, manage, and optimize the content needed - Develop task flows, wire-frames and prototypes
- Ensure projects are completed with high quality and on schedule
- Work with the engineering team to export and integrate engine-ready assets

Annise, Get Your Nest, 3EO

Metafinanciera **Jan 2021 - Mar 2022**

UI Designer

- Design unification of an internal platform
- Redesign process / Navigations flows, wireframes, mockups, and user testing implementation
- Develop standard UI components and style guides

Cultura Colectiva Nov 2018 - Dec 2019

Mid UX Designer

- Use of design UX methodologies to build Tegger platform (Web / App Android & iOs)
- Redesign process for corporate website
- Navigations flows, wireframes, mockups
- Use of Google Analytics to improve the User Experience
- Collaborate with the front end team using HTML and CSS
- Assist with user research, interviews, translating findings into wireframes and prototypes.

Yogome Inc. Mar 2018 - Nov 2018

UI Designer

- Design unification of Smart Kids product.
- Redesign process / Navigations flows, wireframes, mockups, and user testing implementation
- Develop standard UI components and style guides

Education

IDEO U 2024

Storytelling for Influence

UX Design Institute 2024

Professional Diploma in UX Design

Dev.F 2020

Software Development

Digital Business Academy 2016

Certificación Inbound Digital Marketing

EduMac 2014

Diplomado de Diseño Web

Centro Universitario de Comunicación 2011-216

Art Direction Degree

Ingenia Agency Oct 2017

Jr UX Designer

- Client communication
- Use of design methodologies to build responsive designs
- Ideation and creation of UI design deliverables: Sitemaps, user flows wireframes, lo-fi and hi-fi layouts, prototypes.

Digital Design

- Offline content creation: logotypes, catalogues
- Online content creation using Google Web Designer
- Photo retouching
- Building design concept campaigns

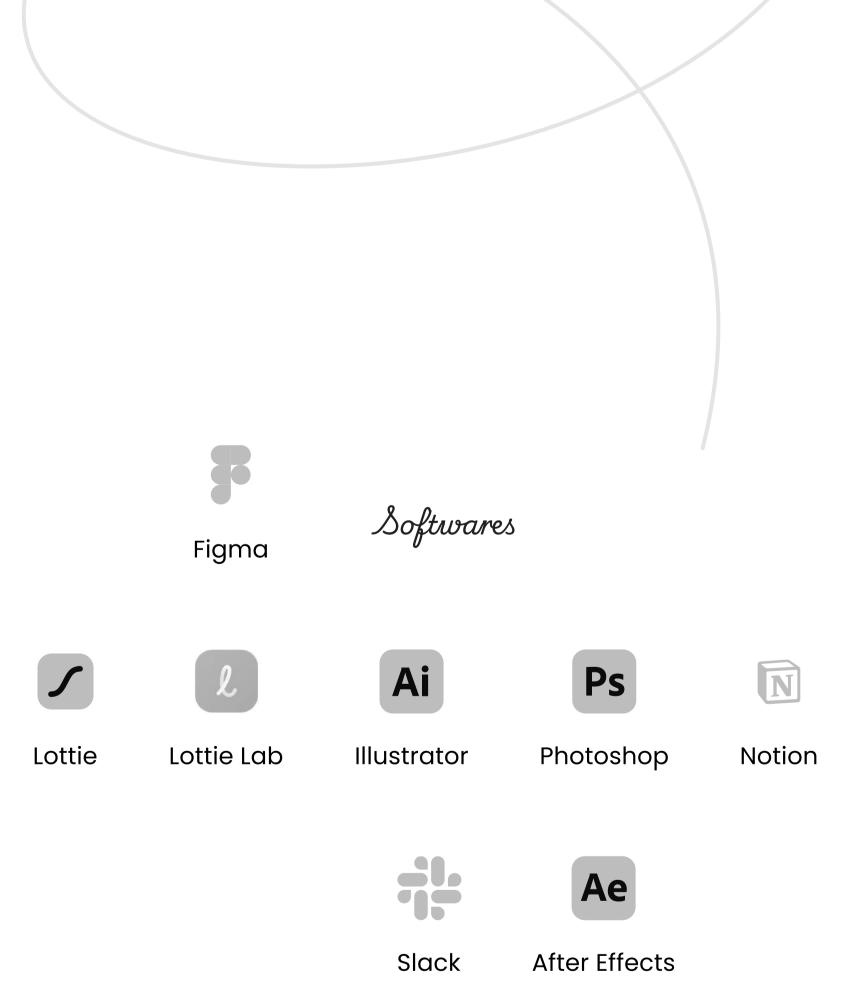
Vazza, Compartamos banco

Math Innovation & Strategy August 2015

Web Designer

- Visual design on interface
- Design concepts campaigns
- Collaborate with the front end team using HTML and CSS
- Video edition using After Effects
- Online and Offline content creation: logotypes, catalogues.
- Photo retouching

Campaña Bridgestone "Piensa antes de conducir" Campañas web Samsung





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