

ABOUT ME

Life is more colorful when we do what we love. Storytelling and User Experience Design are my biggest passions. I strive to **establish emotional connections between communities and their leading brands through the design and implementation of holistic user experiences that promote fulfilling lives.** Empathy is at the core of this purpose. Working in cross-functional teams allows me to live every day building unique experiences that last and involve not only the beauty and function of a product, but also trigger emotions backed up with integrity, innovation, and driving results.

EDUCATION

- **Ph.D Human Factors & Cognitive Psych.**
University of Central Florida
Orlando, FL | United States | Candidate
- **Film & TV Production M.F.A**
Full Sail University
Winter Park, FL | United States
- **Digital Arts And Design B.S**
Full Sail University
Winter Park, FL | United States

CERTIFICATIONS

- **UX Certification**
Nielsen Norman Group
Online | United States
- **UX Metrics to Drive Your Organization**
Leaders of Awesomeness
Online | United States

SKILLS

- Figma, Sketch, Adobe XD & Axure.
- Adobe Illustrator, Photoshop & InDesign.
- Avid Media Composer & Adobe Audition.
- Experience Manager, Jira, Teams, Confluence.
- Google Analytics, Tableau & HubSpot.
- User Zoom, Lookback, UserTesting, Qualtrics.
- Photography & Video Production.

EXPERTISE

- User Flows, User Stories, Journey Mapping.
- User Experience Strategy & Digital Storytelling.
- Heuristic Evaluations, Competitive Analysis.
- UX Copywriting & Customer Personas.
- Creation & Mainance of Design Systems.
- Typography, Interactive Design & UI Design.

EXPERIENCE

- **Sr. UX Designer at NBC Universal**
Orlando, FL | Sep 2022 to Current
 - Conceptualize, prototype and develop business requirements into usable, useful and delightful products while establishing a strong design system.
 - Collaborate closely with engineers and other stakeholders to understand user needs and drive the design process from concept to delivery.
- **UX Design Instructor at Avocademy**
Remote | Feb 2023 to Apr 2024
 - Inspire and mentor students to design and deliver engaging, interactive user experiences providing constructive feedback and guidance.
- **UI/UX Designer Solution Analyst at Deloitte LLP**
Lake Mary, FL | Dec 2020 to Sep 2022
 - Create products that prioritize the user perception and enhance experiences, through the entire lifecycle of customers' interactions with the public sector.
 - Design wireflows, wireframes, style guides and illustrations that are on brand and follow a project's creative vision and strategy while putting the user first.
- **Product Designer at Coconut Studios Co.**
Latam | Oct 2015 to Current
 - Create wireframes, prototypes and design specifications to communicate design concepts and functionality.
 - Elaborate teaching strategies and mentor ux design students on research techniques, testing, ideation, design and delivery of strong digital products.

AWARDS & HONORS

- **Deloitte Excellence**
 - Outstanding Performance Award - Accumulus by Google 2021.
'Your performance and valuable contributions to this project'
 - Impact that Matters Recognition - Transamerica 2021.
'Her dedication and passion towards developing better user experiences.'
- **Full Sail University**
 - Course Director Awards on:
Filmmaking Practices - Visual Storytelling - Film Production Thesis.
 - Production Designer for the Emmy Award Winning Production "Murdercycle".