

## ABOUT ME

Life is more colorful when we do what we love. Branding and visual storytelling are my biggest passions. I deeply believe that the most powerful resources we have as humans are the way we communicate and the way we perceive reality. Both things are part of a whole that is not always intentional. We, as designers, have the opportunity in our hands to expand any type of message with creativity, in non conventional ways, and calling out emotions to connect with people. The idea of sharing a creative environment with leaders and create beautiful interactive experiences is something that motivates me; it is the reality I want to be part of.

## EDUCATION

- **User Experience B.S**  
Full Sail University  
Winter Park, FL | United States | Current
- **Film & TV Production M.F.A**  
Full Sail University  
Winter Park, FL | United States | 2019
- **Digital Arts And Design B.S**  
Full Sail University  
Winter Park, FL | United States | 2016

## CERTIFICATIONS

- **Project Management Certificate**  
University of California, Irvine  
Irvine, CA | United States | In progress
- **UX Design MasterTrack Certificate**  
University of Minnesota  
Minneapolis, MN | United States | In progress

## SKILLS

- Figma, Sketch, Adobe XD & Axure.
- Adobe Illustrator, Photoshop & InDesign.
- Avid Media Composer & Adobe Audition.
- Experience Manager, Jira, Teams, Confluence.
- Google Analytics, Trends & HubSpot.
- Photography & Video Production.
- Microsoft Office Suite.

## EXPERTISE

- User wireflows, wireframes & UI Comps.
- Branding Strategist & Digital Storyteller.
- Business Models Master (Canvas).
- Funnel Copywriting Specialist.
- Leadership & Teamwork Enthusiast.
- Customer Persona & SEO.

## EXPERIENCE

- **UI/UX Designer Solution Analyst at Deloitte LLP**  
Lake Mary, FL | Jan 2021 to Current
  - 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.
- **UX Designer & Branding Specialist at Casa 22/23**  
Winter Haven, FL | Dec 2018 to Dec 2019
  - Develop high-impact marketing strategies for the promotion of brand/artists.
  - Achieve customers metrics and other goals using SEO and Google Analytics.
  - Analyze and create digital content improving the awareness, conversion and engagement of client's brands across different social media platforms.
- **Product Designer at Coconut Studios Co.**  
Latam | Oct 2015 to Jan 2021
  - Design user interface prototypes for a variety of platforms and experiences.
  - Elaborate strategies to maximize research techniques that considers how the audience, testing, trends, and styles could potentiate a digital product.
  - Prototype concepts to establish an effective communication with clients.

## AWARDS

- **Deloitte Excellence | Jan 2022**
  - 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 | Oct 2019**
  - Course Director Awards on:  
Filmmaking Practices - Visual Storytelling - Film Production Thesis.
  - Production Designer for the Emmy Award Winning Production "Murdercycle".
- **Full Sail University | Sep 2016**
  - Valedictorian Class September - 2016.
  - Course Director Awards on:  
Production Management - Client Relations - Creating Brand Experience.