



FORMATION

2015 - 2016 France - Montbéliard

UFR (Université de Franche Comté)

Master's in Languages and E-commerce

- Divided into: Languages (40%), e-marketing (30%), and Web development (30%).
- Taught in French, English, and Spanish.

2005 - 2009 Peru - Lima

PUCP (Pontificia Universidad Católica del Perú)

Applied Arts in Graphic Design

- 2 years of fine arts.
- 3 years of graphic design.

SKILLS

I'm always open to exploring new tools.

- UX/UI Design
- Wireframing and Information Architecture
- **Monitoring:** Hotjar, Google Analytics
- Branding
- Design System
- Agile and Design thinking methods
- **Prototyping:** Figma and Adobe XD
- **User research:** Interviews, Personas, Empathy maps, How might we questions, POV, 5 Why's
- Full Adobe Creative Suite
- HTML and CSS - LESS
- PHP, Javascript, Jquery, and SQL (notions)
- Visual Studio
- **Source code management:** Gitlab and Bitbucket
- Terminal
- **Frameworks:** Bootstrap, Foundation, and Tailwind CSS
- SEO
- Hubspot
- **Wordpress:** Elementor
- **Mailing:** Litmus and Sendgrid
- **Illustration and comics:** Corel Painter, Clip studio, and Graphics tablet
- 2D Animation and Video Editing
- Sculpture, painting, airbrushing, engraving, and photography
- Fluent in Spanish, French, and English

EXPERIENCE

2017 - Present France - Lyon

ReportLinker - UI/UX Designer

UI/UX Web Designer since 2017 for a SaSS data extraction and transformation company based on AI.

UX/UI (80%)

- Benchmark
- User workflows, Information Architecture
- Quantitive Research: GA, Matomo tracking
- User Research
- Usability testing (test guerilla, interviews)
- Aplying Desing thinking methods to generate better solutions.
- Creating wireframes and mockups and interactive prototypes.
- CSS and HTML5 for the integration of mockups.
- Regular monitoring post-launch and improvement based on identified weaknesses (Hotjar).

Branding (20%)

- Supervising and ensuring consistency in the company's visual communication for a uniform presentation.
- Creating banners, animated GIFs, multimedia videos, PowerPoint presentations, PDF files, and other visual materials.
- Creating templates with editable widgets in Hubspot.
- Creating and regularly maintaining the brand guidelines.

June 2016 - December 2016 France - Paris

Nunettes - Graphic Designer

Branding and printed design for sunglasses frames, lenses, and branches.

February 2016 - May 2016 France - Paris

Barclap - UI Designer Intern

Branding (PPT and animated videos) and interface design for a restaurant ordering app and a web management platform.

2010 - 2015 Peru - Lima

PUCP (Pontificia Universidad Católica del Perú) - E-learning Designer

As the head of a small team consisting of 2 interns and a 2D animator, I designed interfaces for training courses aimed at employees and managers in banks and other private companies.

CERTIFICATIONS

Apr 2024 Interaction Foundation Design

User Research - Methods and Best Practices

Top 10% Distinction - Credential ID: 154405-2024-990390

Jan 2024 Interaction Foundation Design

Agile Methods for UX Design

Top 10% Distinction - Credential ID: 154405-2024-987728

Jul 2023 Interaction Foundation Design

User Experience: The Beginner's Guide

Top 10% Distinction - Credential ID: 154405-2023-919855

Nov 2023 Interaction Foundation Design

Design Thinking: The Ultimate Guide

Top 10% Distinction - Credential ID: 154405-2023-920174