

María Alejandra Pérez

Product Designer with background in Engineering

Product Designer with a passion for user-centric solutions and workflow optimisation.

By efficiently researching and communicating with stakeholders and customers I design useful, honest, and accessible processes and products that understand the customer's struggles and motivations as well as the business needs.

Contact information

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Skills

Technologies & Tools:

Figma | Sketch | Adobe XD | Invision | HTML5 | CSS | Jira | Git | Zeplin | Miro | Notion | Maze | Localization software (Phrase Strings)

Soft skills:

Problem solving | Adaptability | Time management | Empathy | Listening

Hard skills:

Prototyping | Design thinking | UX Research | UI Design | Interaction

Languages

Spanish: Native

English: Proficient

German: Beginner

Catalan: Beginner

📁 Recent Work Experience

Unblur (Barcelona, Spain)

SaaS provider for front line Emergency services to help them make better, faster data-driven decisions.

01/2023 - present **Product designer**

- Use of user story mapping to support the definition of the MVP.
- Definition of task flows and user flows.
- Sketching and LoFi Wireflows.
- Collecting user feedback for launched functionalities and running usability testing with LoFi mockups.
- Development of UI tasks defined below.

03/2021 - 12/2022 **UI Designer**

- Responsible for creating HiFi mockups of new functionalities and enhancing already existing ones for all the product platforms (Desktop, tablet, and mobile).
- Maintenance and updating design system (definition of design tokens, creation, and documentation of responsive components).
- Final HiFi Wireflows.
- Prototyping and design of micro-interactions.
- Document Design Guidelines and processes.
- Performing usability testing and click testing.
- Understanding of usability and accessibility in the special context of the company.
- Handover of designs to devs as well as working closely with them to guarantee that the visual components look perfectly in code.

FixFirst (Berlin, Germany) [Remote]

SaaS provider for service partners and technicians of home appliances

10/2020 - 02/2021 **UX/UI Designer (Freelance project)**

- Interviewing users to understand their needs and collect their feedback (the product targeted three different user personas).
- Responsible for creating user stories, user flows, wireframes and HiFi mockups for a POC.
- Creation of design system (documentation of components).
- Prototyping and design of micro-interactions.
- Performing user testing in a remote mode (Maze).
- Understanding of usability and accessibility in the special context of the company.
- Handover of designs to devs as well as working closely with them to guarantee that the visual components look perfectly in code.

🎓 Recent Education

11/2022- 05/2023 **Web development bootcamp**

SheCodes (*online*)

12/2019 - 06/2020 **UX/UI Designer**

Ironhack (*Barcelona, Spain*)

09/2014 - 02/2017 **Master's degree in Telecommunications Engineering**

Universitat Politècnica de Catalunya (*Barcelona, Spain*)