



# Fernanda Vera

## UX | UI Designer

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### Work Experience

#### UX/UI Designer @Buscabot | Startup

June 2023 - Currently

- Developed wireframes and prototypes to visualize and iterate on design solutions, ensuring a user-centric approach throughout the process.
- Conducted comprehensive user research, which encompassed the development of user personas and the facilitation of user interviews to gather insights and guide design decisions.
- Collaborated with the development team during QA process to ensure alignment between design prototypes and implemented features, facilitating communication and minimizing discrepancies.

#### UI Designer @Península Residences | Real State

July 2022 - May 2023

- Designed and developed websites, ensuring an engaging and user-friendly online experience for potential buyers.
- Used tools such as HTML, CSS, JavaScript to create responsive and visually appealing layouts across desktop and mobile platforms.

#### UI Designer @BIG BANG Uniformes | Retail Industry

May 2021 - July 2022

- Created UI designs to enhance the user experience and visual appeal of the company's e-commerce platform.
- Worked with the marketing team to incorporate branding elements and promotional materials into the UI designs, maintaining brand consistency across the e-commerce platform.

### Education

2022 - **UX / UI Bootcamp** by BEDU

2020 - **Fullstack JavaScript Bootcamp** by Wemanconnect

2018 - **Bachelor's degree in graphic design** - Universidad de Guadalajara

### Skills

Prototyping  
Visual Design  
Journey Maps  
User Stories  
Scrum  
QA

### Design Tools

Figma  
Adobe Creative Suite  
Webflow  
Balsamiq  
Miro

### Code

HTML5 & CSS3  
JavaScript  
cPanel  
Wordpress  
Git & Github  
XAMPP  
Visual Studio Code

### Languages

Spanish (Native)  
English (B2)

### Soft Skills

Self learner  
Teamwork  
Detail-oriented  
Critical thinking