

An innovative problem-solving UX Designer focuses on accessibility and inclusive design. I enjoy discovering and develop potential solutions to level up the learning experience that empowers student autonomy, motivates their passion for reading, and enhances their confidence. Architect and Interior Designer background with strong advocacy for users. Experience from varieties industry such as e-commerce and education.



## SKILLS

- User Experience Design-Centered
- UX Accessibility Specialist WCAG
- UX Audit
- Business Strategy
- Product Design
- User Research
- Competitive Analysis
- Heuristic Evaluation
- Information Architecture
- User Journey
- Usability testing
- SEO E-commerce
- Social Media Strategy
- Visual Design/Mockups
- Interactive Prototype
- Responsive Design
- Design Sprint
- Brand & Style Guide Implementation
- Language: English & Spanish

## TOOLS

- Figma, Sketch, Invision & Flinto
- Adobe Creative Suite & Photoshop
- Jira
- MSF word, Key note, Excel & PP
- Google Suite & Analytics
- Facebook Ads Manager



## CERTIFICATIONS

- UX Management & Strategy
- Human Computer Interaction
- Product Designer
- AI Strategy for Business



## EDUCATION

GENERAL ASSEMBLY  
User Experience Design Immersive  
New York 2017

INTERNATIONAL UNIVERSITY  
PEDRO H. URENA  
MA, Interior Design  
Dominican Republic 2012

INTERNATIONAL UNIVERSITY  
PEDRO H. URENA  
BA, Architecture  
Dominican Republic 2010



## EXPERIENCE

### SENIOR UX & A11Y DESIGN.

Houghton Mifflin

New York

Jun 2019 - Oct 2022 | Present

- Lead the Project for R180 & S44 Intervention program as UX designer. Responsible for conceptualizing design ideas and developing solutions to level up the learning experience for intervention students.
- Author and moderate usability testing with students to validate design solutions and presented the result to the stakeholders.
- Support multiple learning products in collaboration with UI, project owner, project manager, and engineers, following the Lean & Agile methodology.

Accomplish: improve accessibility best practices and user experience for intervention software to ensure it passes the WCAG compliance and aligns with the business needs.

### CREATIVE UX DESIGN.

Photon Infotech

New York

Jan 2018 - March 2019 | 1yrs 4 mos

- Led the project as a UX designer collaborating with PMs, Product Designer and Engineering in agile delivery methodology and designed user experience and interfaces for Responsive Web, Android and iOS mobile apps for different clients.
- Responsible to creating wireframes, prototypes, user flows, and all the necessary documentation to accomplish the business and user goals.
- Accomplish: Improved working in agile environments and implementing the UX design principle to get a satisfying result for the user and the client. Brands that I worked: Oakwood, Walmart, Bayer, MetLife and GAF Roofing company.

### UX DESIGN CONSULTANT

Freelance | UX E-commerce, SEO & Social Media

New York

Jan 2014 - Jul 2019 | 5 yrs 6 mos

- Designed user experience for various clients in the e-commerce industry, responsible to lead and implementing UX design best practices and identifying business opportunities. Responsible for creating a full user experience to solve navigation issues, defined business goals and users goals to promote B2B and B2C by increasing the revenues through the new design.
- Worked hand to hand with marketing and sales to improve the experience through customers' feedback and developed a strategy that leveled up customer trust.
- Conducted UX and an Accessibility audit for e-commerce to make sure it pass WCAG compliance to improve the SEO
- Planed and implemented SEO strategy for e-commerce from a UX perspective to increased traffic and conversion website.

