

María Alejandra Pérez

Product Designer with background in Engineering

I am a passionate Product Designer with experience in the end-to-end design process and a proficiency in leveraging agile methodologies. With a strong focus on developing user-centric solutions and optimizing workflows, I conduct thorough research and engage in effective communication with stakeholders and customers, ensuring streamlined processes. My expertise lies in creating solutions that meet customer expectations while driving positive business outcomes.

Contact information

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📌 Notion

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

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 | Leadership

Hard skills:

Prototyping | Design thinking |
UX Research | UI Design |
Interaction | Agile | Usability
testing

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**

Main achievements

- Lead designers and provide support and guidance through the design thinking process.
- Integrate the developers in the design process by making them part of workshops, design critique dynamics, and user testing sessions.
- Conducted comprehensive competitor research, meticulously analysing and evaluating the user experience (UX) and user interface (UI) of over 20 competing products. Identified key strengths and weaknesses, gathered valuable insights, and delivered strategic recommendations for enhancing the company's product offerings.

Tasks

- Use of user story mapping to support the definition of the MVP.
- Definition of task flows, user flows, sketching and LoFi Wireflows.
- Collecting user feedback and running usability testing.
- Supporting Product Manager, Product Owner and business team with the user discovery process.
- Facilitated design critique sessions and retrospective meetings to foster collaboration and improve design processes.
- Development of UI tasks defined below.

03/2021 – 12/2022 **UI Designer**

Main achievements

- Lead the transformation of the company's UI Kit into a Design System with the definition of tokens, responsive components (use of Figma Auto layout and Constraints), and documentation of use and behaviors for designers and developers.
- Ideation and implementation of a new product logo.
- Contributed to the redesign of the product's main functionalities (desktop and mobile version): general definition of new look & feel (new color palette), new components, and behaviors (active, hover, inactive states).

Tasks

- Responsible for creating HiFi mockups of new functionalities and enhancing already existing ones for all the product platforms (Desktop, tablet, and mobile).
- Final HiFi Wireflows, prototyping and design of micro-interactions.
- Document Design Guidelines and processes.
- Performing usability testing and click testing to be able to better understand 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.

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Recent Work Experience

FixFirst (Berlin, Germany) [Remote]

SaaS provider for service partners and technicians of home appliances

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

- Conducted interviews with users and stakeholders.
- Led the creation of user stories, user flows, wireframes, and HiFi mockups for a POC. Additionally, established a comprehensive design system documentation for consistent and scalable component use.
- Conducted remote user testing using the Maze platform, gathering insights to drive iterative improvements.
- Collaborated closely with developers to provide support throughout the design implementation process.