Pamela Flores Iberri
UX/UI Designer

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EXPERIENCE

UX/UI Designer | Laskie
United States – Remote

December 2021 - June 2022

- Ideated and rapid-prototyped designs in Figma to validate with the engineering team, by using the 80-20 rule, reducing the time it required to deliver design assets.
- Conducted UX Research to uncover pain-points, resulting in a >30% reduction of the time it took recruiters to collect information from candidates and the number of clicks needed to navigate through the platform.
- Created components, illustrations, and assets to be used within the platform and social media.

UX/UI Designer Intern | Esports State
Mexico City, Mexico – Remote

July 2021 - December 2021

- Planned a business and design strategy for the company, by working close to stakeholders, investors, and users.
- Executed UX Research to collect qualitative and quantitative data to define user personas.
- Conducted ideation sessions within the team to define a variety of possible solutions to solve user problems.
- Used a value-usage matrix to validate the list of ideated features, resulting in 5 primary features to be designed and produced on the MVP phase.

UX/UI Designer | Soluciones Kuali
Mexico City, Mexico – Remote

October 2020 - December 2021

- Produced low-to-high fidelity prototypes and conducted client interviews to define requirements for a user-centred product that would meet their business expectations.
- Performed simple UX Research to collect insights from potential users and define jobs-to-be-done.
- Conducted ideation sessions with the team to produce different solutions, which were then prototyped, tested, and approved by clients.

Lead UX/UI Designer | Testbench Technologies
Toronto, Canada – Remote

October 2020 - May 2021

- Developed solutions and created functional prototypes in Figma for our clients: Khalo, an online platform for Fundamental Analysis of cryptocurrencies; and the internal platform of Anheuser-Busch InBev (ABInBev).
- Guided the team through the design process and conducted brainstorming sessions.
- Functioned as a communication bridge between the design, product, and development teams.
- Built the design system for both platforms, improving productivity on the team by at least 20% and allowed to produce more consistent designs.

UX/UI Designer | Ubhuru Technologies
San Francisco, United States – Remote

January 2018 – January 2020

- Developed a user focused design strategy for the company, by working closely with stakeholders and a second designer.
- Acquired abilities regarding UI and UX deliverables, such as: user personas, use cases, empathy maps, and low-fidelity and high-fidelity prototypes.

Web Developer Intern | Biblioteca Raúl Baillères Jr. - ITAM
Mexico City, Mexico

September 2016 – September 2018

- Full stack developer for the technical team of Biblioteca Raúl Baillères Jr.
- Helped develop and maintain technical solutions for the library website, used by +5000 users daily, including the catalogue and admin website.
- Acquired programming abilities, such as JavaScript and jQuery for the frontend, and PHP for the backend. Also learned about agile methodologies in a workplace.

SKILLS

- UX Design
- Design thinking
- User research
- Business analysis
- Disruptive innovation
- Information visualisation
- Double diamond
- Agile methodologies
- Atomic design
- Wireframing
- Prototyping
- User personas
- Affinity diagrams
- User flows
- Design systems
- Illustrations
- HTML
- CSS
- JavaScript
- jQuery

TECHNOLOGIES & TOOLS

- Figma
- Miro
- Adobe XD
- Illustrator
- Balsamiq
- Bootstrap
- Notion

LANGUAGES

- Spanish - Native
- English – Advanced (C1)
- French – Basic (A1)

EDUCATION

Instituto Tecnológico Autónomo de México (ITAM)
BS in Computer Engineering
December 2021

Norwegian University of Science and Technology (NTNU)
Academic exchange student
Spring 2019

COURSES & CERTIFICATES

Interaction Design Foundation (IDF)
Course certificates

- Design Thinking: The Beginner's Guide
- User Experience: The Beginner's Guide