Fernanda Mendez Diaz
UX/UI DESIGNER

SPANISH / ENGLISH
NATIVE / LEVEL C1

PROFILE

Graduated in Product Design with experience in digital projects developing creative content or strategies for social media, Sr.UX/UI designer developing Workflow, Research, Wireframes, Conceptualized, Prototyping and Dev. Deep interest in new UX/UI innovation.
Participated with national and international brands to work digital designs.

SKILLS

UX / UI	● ● ● ● ● ● ● ● ○ ○
Design Thinking	● ● ● ● ● ● ● ○ ○ ○
Team Work	● ● ● ● ● ● ○ ○ ○

CONTACT

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📍 México City

NETWORKS

in www.linkedin.com/in/mafmd

🌐 Digital portafolio
www.maria-md.com

WORK EXPERIENCE

Sr. UX/UI DESIGN / Ogilvy & Mather México   *ABR 2019 - MAY 2020*
- Data Analysis, Research, Benchmark
- Workflow
- UX / UI (Wireframes /Conceptualization)
- Prototyping (frames / mockups)
- Delivery of conceptualization, Usability, proposals and fuctional web.
Expertise: *E-commers / Blogs /Mailing/ Landing page / Social Media Content / Basic knowledge on dev. (html,css).*

Jr. UX/UI DESIGN / Freelance MX.   *NOV 2018 - ABR 2019*
- Data Analysis and Research
- Web Interface Conceptualization
- Prototyping
- Delivery of conceptualization, Usability, proposals and fuctional web.

VISUAL DESIGN / Agencia Marte MX.   *SEP 2017 - NOV 2018*
-Digital creative content based in the analysis, conceptualization, prototyping, cognitive designs, workflows, and UX.
- Digital solutions prototyping (wireframes / mockups).
- Development of Digital Marketing Strategies (Google ads/ analytics and mailing).
- Suppliers Management (brief, tracing and delivery approval) for multiple proyects.

Jr. PRODUCT DESIGNER / Estudio Victor Aleman   *MAR 2017 - AGO 2017*
- Sketch analysis to implement at construction plans or 3D modeling.
- Processes & Strategies of manufacture of furniture by means of industrial machinery and adequate language for production processes.
- 3D Printing products as a new way of prototyping.
Collaboration: *Studio furniture design, DWM 2017 with Masisa and Feltum.*

TRAINEE PRODUCT DESIGNER / IDIS Spain   *FEB 2016 - JUL 2016*
- Sketching development.
- Benchmarking of new 3D software.
- Proper language to deliver proposals while client facing.
Collaboration: *Verifone contest (by El Corte Ingles) for Madrid EMT validators.*

SKILLS

UX / UI	● ● ● ● ● ● ● ● ○ ○
Prototyping	● ● ● ● ● ● ● ● ○ ○
Sketching	● ● ● ● ● ● ● ● ○ ○
Research	● ● ● ● ● ● ● ● ○ ○
Freelance	● ● ● ● ● ● ● ○ ○ ○

TOOLS

Sketch	● ● ● ● ● ● ● ● ● ○
Invision	● ● ● ● ● ● ● ● ● ○
Zeplin	● ● ● ● ● ● ● ● ● ○
Photoshop	● ● ● ● ● ● ○ ○ ● ●
Ilustrator	● ● ● ● ● ● ● ○ ○ ○
XD	● ● ● ● ○ ○ ○ ○ ○ ○
Rhino	● ● ● ● ● ○ ○ ○ ○ ○
3Ds max/Vray	● ● ● ● ● ○ ○ ○ ○ ○

EDUCATION

BACHELORS DEGREE IN PRODUCT DESIGN
Madrid, Spain   *ENE 2015 - OCT 2016*
Univerisidad Europea de Madrid

BACHELORS DEGREE IN INDUSTRIAL DESIGN
México, México City   *2011 - 2016*
Univerisidad del Valle de México

CERTIFICATION / INTERNATIONAL PROGRAM ABROAD ART & DESIGN
Milan, Italy   *2011 – 2016*
Nuova Accademia Di Belle Arti (NABA)