

Roxana Gómez

UX designer

nataliar.gomezd@gmail.com

(+1) 706 362 6616

Atlanta, GA

<https://www.roxanagomezportfolio.com>

UX designer with background on UI design and illustration. I have 5 years of experience working as a multidisciplinary designer for start-ups and in-house studios.

My skill set covers a range of facets based on user experience design. From user research and ethnographic studies to visual and interaction design.

▶ EDUCATION

UX design Bootcamp

Springboard

Oct 2018 - Sept 2019

- Identify a User problem to solve.
Conduct competitive research.
- Sketch, design, and build a prototype.
- Perform usability testing and identify improvements.
- Grad Project: <https://bit.ly/33XPzrW>

Marketing & Communications (BA)

Jorge Tadeo Lozano

Aug 2010 - Aug 2014

- Design and develop strategies of advertising communication.
- Directs departments made up of copywriters and campaign issues.
- Introduces new languages to the advertising field.
- Grad Thesis: <https://bit.ly/3650Gum>

▶ EXPERIENCE

Freelance Designer and Illustrator

The Digital Media House/ ThinkCerca/ 1800 Accountant

Jan 2019 - Present

- Work with CEO'S and Founders as a consultant for UX problems.
- Work closely with the design & development team to execute compelling visual products including: Branding, illustration, visual design, ui design and others.
- Communicate efficiently with the client into creating illustrations that fit the brand image but also were functional on website environments
- Manage deadlines matching development team times and schedules

Lead Designer

Celag.org

Apr 2017 - Aug 2019

Achievments: Successfully redesigned Latinoamerican ThinkTank Celag.org for creating a user-focused product. The rebrand efforts accompanied by social media campaigns made the website traffic grow in almost 200% users by the first trimester reducing the reboot percentage from 90% to 77%.

- Responsible for driving the creative direction of the Company
- Manage a team of two designers in the website re-building experience (Including User research, Visual Design, A/B testing, User Testing, and prototyping)
- Rebrand the Company images including visual guidelines for web, social media and printed products
- Manage expectations, set deadlines and follow up on projects with a strong sense of urgency

Experience Executive Creative Director

DreamComeTruers Inc.

Jan 2015 - Oct 2017

- Produce and deliver quality strategic advisory for improving the visitor's experience in the park
- Train cast members on-site on how to create an amazing experience for the guests
- Visual guidelines for communicating with visual literacy
- Teamwork to roll out campaigns products in an organized and cultural proper way

▶ SKILLS

Design

Prototyping
Interaction Design
Visual Design
User Research
Usability Testing
Illustration
Storytelling

Software

Adobe XD
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Sketch
InVision
Procreate

Languages

Spanish
English