

Adriana Garzón Portela | UX Designer

Creating engaging, inclusive, and impactful user experiences

I specialize in designing intuitive and engaging experiences, leveraging my deep understanding of user-centered methodologies, graphic design, and cognitive science. I thoroughly analyze user needs and business objectives to create solutions that are guided not only by usability principles and design trends but also by how individuals perceive and process information. As a result, I deliver user experiences that delight customers and drive business results.

Professional Experience

Lead UX Designer | 10/2020 - Present

Prezent Inc. | Remote

Prezent is a SaaS startup offering an AI-powered platform for improved business communication.

Deliver an intuitive, customer-centered experience while lowering development costs by validating designs early, testing, and iterating in a fast-paced, dynamic environment. Work with cross-functional teams to advocate for and deliver a user-friendly experience while navigating ambiguity, technical constraints, and business goals.

- Ensured successful market entry and platform adoption by 20 enterprise customers in 9 months using qualitative user research findings to design an end-to-end user experience.
- Contribute to cross-functional team alignment by translating high-level requirements and user feedback into user end-to-end flows, wireframes, mockups, and prototypes.
- Improve design turnaround time and efficient iteration by owning and maintaining our Design System.
- Enhance customer experience by training junior designers and 16+ team members on UX best practices.

Learning Experience Designer (Consultant) | 10/2020 - 4/2022

Building Skills Partnership (BSP) | Remote

BSP is a non-profit organization providing personal and professional training to property service workers.

Supported the organization's digital equity and inclusion goals by leading two learning experience design projects. Worked closely with cross-functional teams to deliver a user-centric experience.

- Created two pilot blended-learning courses by conducting a needs analysis to inform a design strategy for the target audience.
- Saved development costs while maintaining the project timeline by integrating design-thinking tools with instructional design methodologies to rapidly prototype and test a learning module.



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[UX Design Portfolio](#)

Highlights

- Conducted usability testing, using findings to guide user experience of a SaaS web app, successfully gaining \$4.3M in seed funding.
- Led UX Design of SaaS product by translating high-level requirements into user flows, wireframes, and prototypes using Agile methodology, contributing to an intuitive experience for 1,200+ users across 110+ Fortune 2000 companies.
- Created a compelling, user-friendly, and accessible online learning experience for janitorial staff, resulting in a 100% completion rate.

Areas of Expertise

- User Experience Design
- User Interface Design
- User Research
- Usability Testing
- Cross-Functional Collaboration
- User Flows
- Wireframing
- Prototyping
- Graphic Design
- Cognitive Science

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- Ensured cross-functional alignment and agile development of a cohesive learning experience by defining and documenting a design, development, and implementation strategy.
- Provided an inclusive and empowering learning experience for all participants, measured by a 100% completion rate, ensuring usability and compliance with accessibility (WCAG) and Universal Design guidelines.

Graphic Designer | 01/2019 - 12/2019

Foothill College | Los Altos, CA

Foothill College educates diverse Bay Area students, focusing on underserved populations.

Collaborated with student groups and stakeholders to create visually appealing designs that align with branding guidelines and enhance engagement in school activities. Managed the entire process, from understanding requirements to delivering top-notch visual materials.

Data and Evaluation Specialist and Program Coordinator | 11/2014 - 09/2019

Building Skills Partnership | San Jose, CA, USA

Spearheaded service expansion by designing participant-centered offerings that alleviated common barriers, promoted opportunities for access and participation, and increased funding.

- Promoted data-driven decision-making by collaborating with engineers, executive leadership, and front-line staff to implement a CRM system under time and financial constraints.
- Boosted productivity and efficacy by designing and delivering training for 25 non-technical team members on G-Suite, Salesforce, data analysis, and evaluation processes.
- Increased the financial well-being of 350 individuals over two years and incentivized 35% of individuals to save a portion of their tax refund by designing integrated financial capability offerings to worksite training and free tax preparation sites.



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Technical Skills

- Design & Prototyping: Figma, Adobe CC, Balsamiq, Sketch
- Collaboration & Project Management: Google Suite, MS Office, Miro, Mural, Trello, Jira, Zoom

Education

MS Learning Design and Technology

University of San Diego
San Diego, CA, USA

Certificate in UX/UI Design

UC Berkeley Extension
San Francisco, CA, USA

Certificate in Graphic and Interactive Design

Foothill College
Los Altos, CA, USA

Bachelor of Arts in Law

Universidad Externado de
Colombia
Bogotá, Colombia

Languages

- English
- Spanish