

Adriana Garzón P.

UX/UI Designer



Passionate about life-long learning and problem-solving, with a background in graphic design and program management. A dynamic contributor to positive solutions with a multicultural perspective and enthusiasm for creating meaningful experiences for people.

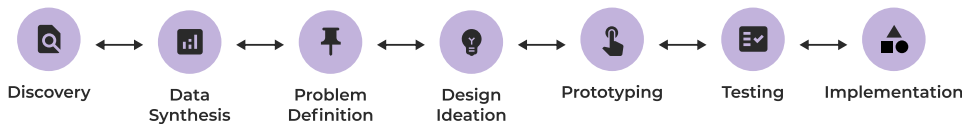
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San Jose, CA



My Approach



Projects

City Agenda Notifier | [Details](#)

Design of a web application that facilitates participation in public government meetings in the City of San José.

Bark | [Prototype](#)

UX Result Hackathon 2020 Finalist. The design of a mobile app for a smart collar solution for dog owners.

Amazon Prime Video | [Details](#)

Redesign of this video streaming service platform with a focus on usability testing, IA, and UI design.

Experience

UX/UI Designer | [Prezentium](#) | Oct. 2020 - Present

Understand the business goals and advocate for, plan, and perform usability testing to propose design iterations that are technically viable and customer-centered. Help the team visualize and provide feedback on early UX design concepts by building wireframes, high fidelity mocks, and prototypes.

Design Strategy Consultant | [BSP](#) | Oct. 2020 - Present

Applied human-centered research methodologies to identify customers' and organization's needs and goals. The findings are guiding the design and execution of a roadmap for the development and implementation of a pilot e-learning program that emphasizes usability, scalability, affordability, and allocation of staff's capacity.

Graphic Designer | [Foothill College](#) | Jan. 2019 - Dec. 2019

Collaborated with stakeholders to create visual designs that adhered to branding guidelines, were responsive to digital communication channels, and effective at increasing awareness about school activities.

Skills

Qualitative Research
Design Ideation
Design Architecture
Visual Design
Developer Handoff
Workshop Facilitation

Tools

Figma
Adobe Suite (XD, Illustrator, Photoshop, InDesign)
Sketch
InVision
Mural, Miro & FlowMapp
HTML, CSS, & JavaScript

Education

UX/UI Design Certificate

UC Berkeley Extension | San Francisco, CA

Graphic & Interactive Design Certificate

Foothill College | Los Altos, CA

Bachelor of Arts in Law

Universidad Externado de Colombia | Bogotá

Languages

English & Spanish