ABRIL JUAREZ ALEJO
UX/UI VISUAL DESIGNER

CONTACT

abril.j.alejo@gmail.com

www.abrilalejo.com

linkedin.com/in/abrilalejo

MX +52 442 545 5218

US +1 415 766 2461

LANGUAGES

English
Advanced/Bilingual

Spanish
Advanced/Bilingual

EDUCATION

- **Human-Centered Interaction Design**
  USC San Diego
  2023-

- **BA Visual Arts and Graphic Design**
  UAQ
  2003-2007

SOFT SKILLS

- Communication
- Adaptability
- Time Management
- Problem Solving
- Team Player
- Leadership
- Self-learning

HARD SKILLS

- UX/UI Design
- Design Systems
- User Centered Design
- Information Arquitecture
- Project Management
- Agile environment
- Creative Direction

HOBBIES

- SSI Certified Freediving
- Traveling
- Music/Concerts
- Volunteer Work
- Illustration
- Movies

ABOUT ME

I am a driven Visual Designer, specialized in UX/UI Design, Design Systems, and brand building.
My goal is to create intuitive and user-friendly experiences for digital products and services through design strategies. I am motivated to craft a product or brand by creating visually appealing and aesthetically pleasing designs such as websites, mobile applications, and other digital interfaces to improve the way users interact with technology.

CAREER SUMMARY

LEAD UX /UI DESIGNER
TBWA CHIAT/ TBWA World Health
07.2023-
- Pharma UX/UI design
- Wireframing & prototyping
- UX Documentation
- Crossfunctional creative team
- Crossfunctional creative team

Figma | Figma | Adobe XD | Illustrator | Hive Microsoft Teams | Outlook | Miro

UX /UI DESIGNER
ITJUANA/ BIOSERO
3.2022-06.2023
- UX/UI software Design
- Wireframing & prototyping
- Design web components
- Agile/Scrum environment

Jira | Miro | Adobe XD | Illustrator | Azure | Blazor Material Design | IBM Carbon | Adobe Spectrum | Figma

PRODUCT DESIGNER
0365TEAM
2017-01.2022
- UX/UI software Design
- Wireframing & prototyping
- Design web components
- User research

Power Apps | Adobe XD | Illustrator | Microsoft Azure Send Grid | Material Design | Design Systems

VISUAL DESIGNER
FREELANCE
2007-
- Brand Strategy & Design
- UX/UI Design
- Web Design
- Content Creation / Management

Adobe Creative Suite | Figma | Procreate | MSAzure Asana | Google Suite | MailChimp | Shopify

SOCIAL MEDIA CONTENT MANGER
HARD ROCK HOTELS / RCD / LEGENDARY
4.2018-12.2019
- Social Media content management
- Online Reputation
- Online Brand Strategies
- Social Listening

Adobe Creative Suite | Later | MailChimp Wrike | Google Suite | Brand 24

SOCIAL MEDIA CONTENT MANGER
CATALONIA HOTELS
5.2017-12.2017
- Online Reputation
- Calendar and Content Planning
- Social Media Analytics
- Event planning

Adobe Creative Suite | Ask Suite| Hootsuite Sprout Social | Google Analytics /Google Ads

GRAPHIC DESIGNER
TBWA / MARS PETCARE
PEDIGREE, WHISKAS, IAMS, EUKANUBA
11.2013-04.2017
- Visual Design and Branding Guide Books
- Packaging Design
- Creative Project Planning
- Master Graphics
- POP Materials
- Product Launch Campaigns

Adobe Creative Suite | Illustrator | Photoshop | InDesign

SOFTWARE & TOOLS

ADOBE CREATIVE SUITE & DESIGN TOOLS

Tool	Level	Tool	Level
Figma	Advanced	Premiere	Intermediate
Illustrator	Expert	Acrobat Pro	Expert
XD	Expert	In Design	Proficient
Photoshop	Proficient	Sketch	Intermediate

DESIGN SYSTEMS

Tool	Level
Google Material Design	Expert
IBM Carbon	Proficient
Adobe Spectrum	Proficient

CLOUD PLATFORM & PROJECT MANAGEMENT

Tool	Level	Tool	Level
Microsoft Azure	Expert	D365	Proficient
SharePoint	Proficient	Asana	Intermediate
Google Suite	Proficient	Jira	Proficient

COMMUNICATION & TEAM COLLABORATION

Tool	Level
Microsoft Teams	Expert
Slack	Proficient
Miro	Proficient

DIGITAL MARKETING

Tool	Level	Tool	Level
Google Analytics	Proficient	Shopify	Proficient
Mail Chimp	Proficient	Sprout Social	Proficient

EDUCATION & CERTIFICATIONS

HUMAN -CENTERED INTERACTION DESIGN
University of Southern California San Diego - Certificate
2023-
- Design thinking Strategies
- Story Boarding
- User Research
- Social Computing
- Prototyping
- Heuristic Techniques
- Interaction Design
- Information Design

GOOGLE PROJECT MANAGEMENT
Google Professional Certificate
2022
- Project Planning
- Agile Project Managment
- Strategic Thinking
- Team building strategies

GOOGLE UX DESIGN
Google Professional Certificate
2021
- User Experience Design
- UX Research
- Prototype
- Wireframes
- Product Testing
- User Personas

DESIGN PRINCIPLES AND BEST PRACTICES FOR UI
Professional Certificate
2021
- UI fundamentals
- UI Design principles
- UI kits

UX & WEB DESIGN: STRATEGY & DEVELOPMENT
Certificate Course
2020
- User Experience
- UX Strategies
- Information architecture
- Wireframe & prototype

USER EXPERIENCE DESIGN ESSENTIALS UX & UI
Certificate Course
2020
- UX strategies
- UX best practices
- Information architecture
- Wireframe & prototype

MICROSOFT POWER APPS
Certificate Course
2020

GOOGLE ADS SERACH CERTIFICATION
Certificate Course
2019