Mariel Pérez
UX/UI Designer

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Experience

xDURAK
Interactive desktop and mobile card game app for iOS platform.

Freelance UX/UI Designer | Dec. 2020 - Present
- Developed information architecture guides, wireframes, user flows and prototypes to deliver a high quality digital experience.
- Worked an agile environment with an engineer, emphasizing user testing and rapid iterations.

BRANDMUSCLE
Clients include Diageo North America, Moët-Hennessy USA, and more.

Graphic Designer | Aug. 2015 - May 2020
- Maintained a yearly production rate of 1,400 custom designs and an average error percentage of 1% in a five year period.
- Recognized in 2019 as part of the firm's semi-annual review for excellence in on-messaging design (i.e. clarity, typography, etc.).
- Collaborated cross-functionally with sales reps to meet client needs.
- Ensured ads adhered to New York State Alcohol Beverage Control Laws and brand style guidelines.

Case Studies

IGNITE
Student Project - Noble Desktop
A conceptual social fitness app integrated within the Instagram platform.

UX/UI Designer | July 2020 - Nov. 2020
- Designed an end-to-end user experience using strategic product design thinking methodologies.
- Identified end user needs and behaviors by conducting user research and advocate for customer-focused solutions.

MERCURIUS TRAVELS
Student Project - Noble Desktop
Responsive website and mobile app design for a conceptual Italian tour company.

UI Designer | May 2020 - June 2020
- Applied user-centric design principles, current digital standards, and navigational patterns to develop an intuitive interface design.

Skills

UX Design:
Empathy Maps, Personas, Storyboards, Story Mapping, User Journeys, User Stories

UX Research:
A/B Testing, Card Sorting, Competitive Analysis, Interviews, Usability Testing

Visual Design:
Composition, Layout, Typography, Visual Hierarchy

Web Design:
HTML/CSS, Java Script

Software

Adobe Creative Suite & Cloud, Adobe XD, Figma, Invision, Miro, Sketch, Whimsical

Certifications

UX & UI Design
Noble Desktop
May 2020 - July 2020

UX Design
She Designs
Aug. 2020 - Nov. 2020

Degree

BFA in Graphic Design
SUNY at Purchase College
Sept. 2008 - May 2012