

# NINA-MICHELLE PIEDRA

UX/UI Designer skilled in visual and graphic design - crafting user-centered designs that balance creativity with functionality.

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## EXPERIENCE

### Freelance UX/UI Designer — *St.Petersburg, Fl*

2022-CURRENT

- Collaborated with clients to deliver user-centered design solutions, increasing user engagement by 27%.
- Designed wireframes, high-fidelity UI, interactive prototypes, and motion design using Figma, bringing brand stories to life through dynamic and engaging visuals that inspire clients.
- Developed design systems, asset kits, and documentation, improving workflow efficiency by 20%.
- Created custom branding assets (logos, icons, illustrations, animations) to tell compelling brand stories and enhance visual appeal, aligning design with client brand values.
- Applied iterative design and conducted usability testing, refining designs to boost user satisfaction by 16%.

### DesignLab UX Academy Bootcamp — *Remote*

2023-2024

- Completed capstone projects: a responsive website, a mobile app, and a new feature, demonstrating impactful user experiences and engagement.
- Managed all design phases from user research to prototyping, resulting in intuitive, user-friendly interfaces.
- Crafted unique case studies with engaging presentations and motion design to convey design decisions and rationale.
- Incorporated critiques and mentored feedback to refine designs, showcasing strong iterative design and problem-solving skills.

## SKILLS

UX Design, UI Design, Visual Design, Brand Design, Interaction Design, Wireframing, Prototyping, Information Architecture, Usability Testing, User Research

## SOFT SKILLS

Communication, Time Management, Problem-Solving, Growth Mindset

## TOOLS

Figma, FigJam, Framer, Adobe Illustrator, Adobe Photoshop, Maze, Lyssna

## EDUCATION

**UX/UI Certification** —  
*DesignLab, Remote*

**English, Creative Writing** —  
*University of North Florida*

**Film Studies** —  
*Miami International University of Art and Design*

## LANGUAGES

**English** (*Native*)

**Spanish** (*Fluent*)