VIVIANA **SAN MIGUEL**

PRODUCT UX / UI DESIGNER

Sydney, NSW / 0450505492 / https://viviproductdesigner.framer.website / www.linkedin.com/in/vivianasanmigueltapia

WORK EXPERIENCE

FREELANCE PRODUCT UX/UI DESIGNER
Self-Employed / Sydney, NSW / 2022 - Present

I delivered user-centered and visually **engaging digital products** for diverse clients, resulting in improved user experiences, **higher** engagement **rates**, and consistently positive client feedback

- Conducted user **research** and **usability testing** to inform design decisions, leading to enhanced user satisfaction.
- Created wireframes, **prototypes**, and high-fidelity designs using tools like **Figma, Framer and Sketch**.
- Delivered **projects on time and within budget**, with a strong focus on user-centered design principles.
- Managed project timelines and client expectations, resulting in a **95% client retention rate**.

PRODUCT UX/UI DESIGNER
Ferrovial / Madrid, Spain / 2020 -2021

First UX /UI Designer working for this company to **lead the digital transformation** of its platforms. I learnt also different roles of UX and I had the opportunity to work on projects of great responsability.

- User Experience Design: Focused on the **principles of UX design,** including user research, user persona, wireframing, and prototyping to create user-centered designs.
- User Interface Design: Explored UI design techniques, focusing on **visual design principles**, typography, color theory, and the creation of intuitive interfaces.
- Design Thinking: Applied the **design thinking** process to **solve complex problems**, including empathizing with users, ideating solutions, prototyping, and testing.
- **Responsive** Web Design: Studied techniques for designing interfaces that work seamlessly across different devices, including **mobile, tablet, and desktop**.
- **Visual Design** and Branding: Covered the basics of visual design, including brand identity, color schemes, and maintaining consistency across digital products

EDUCATION

PROJECT MANAGEMENT
Posgraduate / IMF Smart Education

Madrid, Spain
2020-2021

Relevant Coursework: Agile Methodology I Risk Management I Quality Management I Planning I Team Dynamics

UX / UI DESIGN
Diploma / Ironhack

Madrid, Spain
2019

Relevant Coursework: Design Thinking I Wireframing I Prototyping I Responsive I Visual Design

SKILLS

UX Design	Research I User Personas I User Journey I Usability and A/B Testing I Information Architecture
UI Design	Wireframing I Prototyping I Interaction Design I Visual Design I Design System I Responsive Design
Tools	Figma I Sketch I InVision I Zeplin I Adobe Illustrator I Miro I Framer I HTML5 I CSS3 I Framer
Methodology	Design Thinking I Agile I Lean UX I Agile Methodology I Risk Management I Quality Management I Planning I Team Dynamics

ADDITIONAL

Languages	Fluent in English Native Spanish	References	Available upon request.
Visa	**Subclass 820 Australian Partner Visa**	Mail:	bibisanmiguel@hotmail.es vivi.productdesigner@gmail.com