

# MARCELA DÍAZ

## UX / UI DESIGNER

I am Marcela Diaz from Bogotá, Colombia, passionate UX/UI Designer with a background as a Visual Designer. I have a diverse skillset allowing me to imagine and craft user experience in different fields of interactive media. I love to design clean, clear and efficient works that inspire people. I am a hard worker with high ambitions. I like being challenged and am always open to learn and try new things.

### EXPERIENCE

2019 - Current job

#### Thales Digital Factory

UI Designer, responsible of crafting the user experience and design the interface focusses on usability and interactivity.

2019

#### Iron Hack, Paris - Freelance

Teacher Assistant, help the students going through the design process, focusses on usability, functionality e interactivity of UX/UI Design.

2018 - 2019

#### Darewise Entertainment - Freelance

Designer of intuitive visuals interfaces for context, icons, systems, and graphic elements which frame the player's experience in game.

2015

#### Colmundo Radio, Variopinta

Web & Graphic Designer on marketing and internal communication, print, editing Wordpress templates and HTML5/CSS3 work.

2014 - 2015

#### Axiacore

Visual Designer on website campaigns, branding, UX design and quality assurance.

2012 - 2014

#### Vozavoz

Graphic Designer on marketing campaigns, print, packaging and E-mailing. Autonomous workflow with direct communication with clients.

### SKILLS

User empathy, Design thinking process, Interaction design, Branding, Illustration, Wireframing and UI prototyping.

### EDUCATION

2018

#### UX / UI Design

Iron Hack. Paris, FR

2017

#### UX Design

UC Berkeley Extension. San Francisco, CA. US

2017

#### Visual Design

General Assembly. San Francisco, CA. US

2010-2012

#### Graphic Design

INESCO. Bogotá, CO

2008-2009

#### Marketing and Advertising

Politecnico Grancolombiano. Bogotá, CO

### SOFTWARE

Illustrator

WordPress

Photoshop

After Effects

Sketch

Visual Code

Marvel

Principle

Invision App

### CONTACT

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