

Maria Fernanda Perdomo

Product Designer

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Experience

Avocademy — Senior Product Design Mentor

Remote | February 2023 - Present

- Mentor and train UX/UI designer students in design thinking, research, and design methodologies.
- Create masterclasses, design systems, and mobile and desktop apps to guide students and hone their design and problem-solving skills.
- Recognized as Mentor of the Month for guiding mentees to exceptional progress and quickly promoted to Senior Product Design mentor due to expertise in UI principles and Advanced Figma skills.

Freelance — Product Designer

Remote | January 2017 - Present

- Collaborate with multiple companies and stakeholders to deliver graphic and UX/UI design projects.
- Designed and launched user-friendly and responsive websites for startups, resulting in up to a 171% increase in total sales.

Product School – Senior Product Designer

Remote | November 2022 - January 2023 | Contractor

- Contributed to defining the design workflow to ensure stakeholder alignment and enable agile and productive sprints.
- Researched and redesigned critical pages and aligned content with strategic business goals resulting in a 20% increase in sales calls.

Moment Studio – Team Lead, Product Designer

Remote | May 2022 - November 2022

- Led a team of designers to deliver digital products for SaaS B2B and B2C clients.
- Conducted user research, created user interfaces, and designed efficient design systems saving 21.25% of design and development time.

The Wellness Enterprise – Senior UX/UI Designer

Remote | January 2020 - July 2022

- Revamped a 221-page e-commerce website for desktop and mobile, leading to a promotion to Senior UX/UI Designer.
- Drove revenue growth by 56.33% and increased engagement by 51.63% by improving the UX/UI and leading a cross-functional team.

Veritas Medical – Product Designer & Website Manager

Remote | January 2021 - July 2022

- Developed a style guide, design system, and user interface for the company's e-commerce website, ensuring consistency and usability.
- Contributed to increasing 13% of the company's gross income and 30% of online orders and reducing operation costs by 28% by leading the product design and collaborating with developers and stakeholders to create a new website membership service while conducting tests to ensure the UX/UI.

Skills

Research: Design Research, User Research, User Stories, User Flows, Personas, Site Mapping, Journey Maps, Information Architecture, Content Strategy, Usability Testing, User Test Plans, Research Documentation, Ideation, Data Analysis, and User Testing.

Design: User Experience Design (UED), Human-Centered Design, User Interface Design, Mobile App Design, Web Design, Design Thinking, Design Systems, Human and Material Design, Visual Design, Interaction Design, Design Composition, Style Guide, Typography, Wireframes, Ideation, Prototyping, Web and Responsive Design, Mockups.

Toolkit: Figma, Adobe XD, Photoshop, Illustrator, InDesign, Premiere, Miro, WordPress, Elementor, MS Office, Google Suite, Google Analytics, User Testing, Hotjar, Microsoft Clarity, Chat GPT.

Soft Skills: Leadership, Innovation, Empathy, Communication, Teamwork, Attention to Detail, Curiosity, Cross-Functional Collaboration, Relationship Building, Adaptability, Critical Thinking, Problem-Solving, Creativity, and High Motivation.

Education

UX/UI Bootcamp
Avocademy

Communications, BA
Mayors in Advertising and Video Production
Pontificia Universidad Javeriana