

ADRIANA LANDAVERDE

PORTFOLIO

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| PROFESSIONAL SUMMARY

Creative Strategic Designer specialized in UX with 3 years developing innovative, approachable user experience for digital products. Ceaselessly focused on user-centric design decisions. Accomplished at creating wholly new frameworks that feel completely familiar to ease user adoption.

| WORK HISTORY

Telefónica Venture Builder - UX Designer Speed Talent

Madrid, Spain • 10/2023 - 09/2024

- Created a proposal for improve the work process of the Venture Builder Team in Telefónica Spain.
- Proven ability to learn quickly and adapt to new situations.
- Identified opportunities for workflow improvements within the design team, implementing new tools and processes that increased efficiency and productivity.
- Resolved UX obstacles through testing and iteration, prioritizing users and resolving their workflow pain points.
- Delivered polished prototypes for client approval using wireframing tools like Figma, ensuring clear communication of design concepts prior to implementation.

Leemons EDTECH - Junior UX Designer

Madrid, Spain • 07/2024 - 09/2024

- Participated in brainstorming new UX developments through collaborative thinking.
- Created detailed wireframes and prototypes to guide user interaction in the platform.
- Consistently received positive feedback, validating the effectiveness of design solutions in meeting user needs and enhancing overall satisfaction.
- Increased accessibility by implementing inclusive design principles, making products usable for wider audience.
- Utilized industry-standard tools such as Figma, to produce wireframes.

Vogue Corp - Strategic Designer

San Salvador, El Salvador • 09/2022 - 10/2023

- Managed multiple design projects simultaneously, ensuring timely delivery.
- Streamlined the editorial design process by coordinating with cross-functional teams such as graphic design, production, and marketing.
- Enhanced the user experience on and offline by conducting qualitative and quantitative research.

| SKILLS

Prototyping

User Research

Design thinking

UX Design

Wireframing

User Experience Testing

Product Validation

Creative and Innovative

| EDUCATION

Escuela De Comunicación Mónica Herrera

El Salvador, San Salvador • 07/2023

Bachelor: Strategic Design

- Recipient of Best Strategic Designer in the field of creativity and innovation, Graduation, 2023.
- Semester Study Abroad, 2019 - Universidad Casa Grande, Guayaquil, Ecuador.
- Wanted Design Scholarship, 2022 to the Wanted Design Schools Workshop, New York City

Universidad De Diseño Y Tecnología

Madrid, Spain • 07/2023

Masters Degree: User Experience For The Design of Digital Products

- Half Scholarship, 2023 from OIJ (International Organization of Youth)

