





DANNA FLORES

LEAD UX DESIGNER

PROFILE

Graduated in Graphic Design with a focus on research and development of web products, I have a great interest in the inclusion of new tools to support and improve my work, in particular generative AI technologies in my professional work as a complement to visual compositions.

CONTACT

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EDUCATION

BA IN GRAPHIC DESIGN

University of Guadalajara | 2019 - 2023

With a speciality on publicity and user experience with a focus on custom and scalable systems.

CERTIFICATES

IELTS ACADEMIC C1 | 2023

With a 7.5 total score equivalent to a C1 level in English.

WEB DESIGN | 2020

With a focus on sites architecture and usability.

AUDIOVISUAL PRODUCTION | 2020

With a focus on the use of Adobe programs for the production of audiovisual media.

GRAPHIC DESIGN | 2020

Advanced uses of Adobe platforms (Illustrator, Photoshop and Indesign).

ANIMATION & EFFECTS | 2020

Development of skills for animation and special effects with Adobe platforms (After Effects and Animation).

IA PRODUCTS | 2023

Implementation of generative AI technologies in graphic design (academic project).

WORK EXPERIENCE

FREELANCE | GRAPHIC DESIGNER

Graphic Designer | Remote | 2018 - 2021 | 3 years

Creation of graphic design material, from digital to print media for various clients on a freelance basis.

ADVANTECH | MARKETING/DESIGN INTERNSHIP

Marketing Trainee | In-Office | 2021 - 2022 | 1 year

Development of graphic and audiovisual media to support emerging campaigns that the company required at a national level.

HORIZON HOME | GRAPHIC DESIGNER

Junior Graphic Designer | Hybrid | 2022 - 2023 | 11 months

Creation of graphics and audiovisual materials for the company website along with production and management of marketing campaigns for the US-based sales team.

CASTSOFT | UX/UI DESIGNER

UX/UI Diseñador | Remote | 2023 - 2024 | 2 years

Development of research and usability testing of web products as well as the production of interfaces for sites and their responsive versions for various national and international projects.

ZINOIS | LEAD UX DESIGNER

Lead UX Designer | Remote | 2023 - 2025 | 1 year 5 months

Leading a team of developers and designers to create custom systems for different business niches.

SKILLS

SOFTWARE:

Adobe Photoshop	<div><div></div></div>	Adobe Animate	<div><div></div></div>
Adobe Illustrator	<div><div></div></div>	Adobe After Effects	<div><div></div></div>
Adobe Premiere	<div><div></div></div>	Useberry	<div><div></div></div>
Adobe Xd	<div><div></div></div>	Figma	<div><div></div></div>
Adobe Indesign	<div><div></div></div>	Axure RP 11	<div><div></div></div>

LANGUAGES:

Spanish	<div><div></div></div>
English	<div><div></div></div>