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

📞 375 125 2908

✉️ dannafloresfg@gmail.com

📍 Guadalajara, Mexico

🌐 https://www.behance.net/dannaflores1

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 Designer Consultant| Remote | 2023 - 2025 | 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 | UX DESIGNER LEAD
UX Designer Lead | Remote | 2024 - 2025 | 1 year, 3 months

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

SKILLS

SOFTWARE:

Adobe Photoshop	Adobe Animate
Adobe Illustrator	Adobe After Effects
Adobe Premiere	Midjourney
Adobe Xd	Figma
Adobe Indesign	Axure RP 10

LANGUAGES:

Spanish

English