



Andrea Ortiz

PRODUCT DESIGNER (UX/UI)

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I am a UX designer currently pursuing a master's degree in UX, with a postgraduate background in graphic design. Having studied English and worked in various countries, I bring adaptability and empathy from my multicultural experiences, which are essential for designing user-centered experiences.

PROFESSIONAL EXPERIENCE

UX/UI Designer

🏠 freelancer

📅 Jun. 2022– present

- I worked both individually and collaboratively on projects focused on user research, interaction design, and prototyping. I created personas, user flows, experience maps, sketches, wireframes, and prototypes.
- I collaborated with a team of developers in an Agile environment to bring designs into production.

I work in end-to-end UX design, creating intuitive, brand-aligned interfaces. My work consistently drives higher user engagement and satisfaction by focusing on smooth, user-centered experiences and timely project delivery.

Product Designer Intern (UX/UI)

🏠 Collect Energy

📅 Mar. 2024 – Sep. 2024

- Worked closely with other designers and front-end developers to implement designs, ensuring optimal functionality and user experience, developing innovative renewable energy solutions.
- Implemented feedback from stakeholders to optimize design functionality, contributing to the successful launch of new products.
- Helped to develop the design system, user interface mockups and visual design assets ensuring cohesive brand representation.

My contributions working as part of the design team have led to a 30% increase in user engagement and a 25% reduction in customer support inquiries, significantly enhancing customer satisfaction.

SKILLS

UX Skills

Data analysis, User Research, User testing, Wireframing, Agile, Prototyping, IA, IxD.

Tools

Figma, Figjam, Miró, Sketch, InVision, Optimalworkshop, Hotjar, Notion.

Languages

Spanish (native), English (C2).

EDUCATION

Master in Interaction Design and User Experience (UX)

🏠 Universitat Oberta de Catalunya

📅 2023 - 2024

Postgraduate in Graphic Design

🏠 Universidad Autonoma de Barcelona. EINA

📅 2017 - 2018

Bachelor's Degree in English Studies

🏠 UNCuyo University

📅 2004 - 2009