

# Karina Rodríguez

UX/UI Designer

Graphic Designer

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https://dream-design.me

Málaga, Andalusia, Spain

## Education

### . J. F. Kennedy University

Graphic designer

2005 - 2008

## Courses

### . Webmaster - U.T.N. Buenos Aires, ARG.

Adobe AI, PS, HTML/CSS, MySQL, PHP, JS

2009

### . HTML5 / CSS3 - IT Master

2010

### . UX Training - Kambrica

Heuristic evaluation, usability tests, customer journey, interviews, personas, surveys, cardsorting.

2018

### . Design Thinking Training - Knowment

2019

## Skills

### Design / Methods

- . Wireframes
- . Prototypes
- . Userflows
- . Design Thinking
- . Usability testing
- . Design System
- . Branding
- . Scrum / Agile

### Tools

- . Adobe Photoshop
- . Adobe Illustrator
- . Adobe XD
- . Adobe InDesign
- . Figma
- . InVision
- . Git

### Development

- . HTML
- . CSS
- . JavaScript

### Languages

- . Spanish (native)
- . English Independent user (B2)

## About

I'm a UX & UI designer with a strong background in visual design.

My previous experience as a graphic designer has given me a high trained eye to be a detailed oriented professional, creating aesthetic and functional products with dedication, attention to detail and commitment to build unique and effective solutions.

I identify opportunities to transform and improve user experiences and I have learned to deliver the best results in challenging situations connecting business goals with user's needs. I like to be involved in the entire product lifecycle, from research to delivery, providing the best user experience and visual design.

## Experience

### . Medida Tecnológica - UX/UI Designer - Jun 2022 - Present

UX/UI designer specialized in crafting digital experiences for products, websites, and applications, driving innovation and efficiency through the entire design lifecycle, from research and comprehensive documentation to wireframing, style guide development, UI kits and components library.

My role also includes transforming ideas into interactive prototypes, ensuring seamless collaboration with product managers and development teams.

## Iceberg Solutions

### . UX/UI Designer - Apr 2018 - Jun 2022

In my role as a UX/UI Designer, I had the opportunity to work in several UX/UI projects for websites and applications in different markets for well-known clients, such as the IDB Group.

I was in charge of the entire design process to create successful products: from research and analysis to understand user's needs, define user flows and information architecture, to wireframing, prototyping and design systems and UI Kits creation.

### . Web Designer - May 2012 - Mar 2018

I designed and developed HTML5/CSS3/JS responsive sites and applications for different clients and markets, leading the entire design process to create successful products. Great integration with developers and product manager teams.

### . Start Up Agency - Graphic & Web Designer - Jun 2011 - Feb 2012

I led the Design Team for an online marketing company; designed and developed responsive company websites using HTML and CSS.

Branding, banners and flyers design. Branding.

### . VI-DA - Web Design & Front-end development - Oct 2009 - May 2011

Worked as a design team member of a leading press company - Infobae Group - where I created responsive web designs and coded in HTML and CSS.

### . Freelance - UX/UI Designer / Graphic Designer - May 2012 - Jun 2021

Dream Design is my personal project where everything started. I develop websites, apps, branding and corporate identity for local clients.