

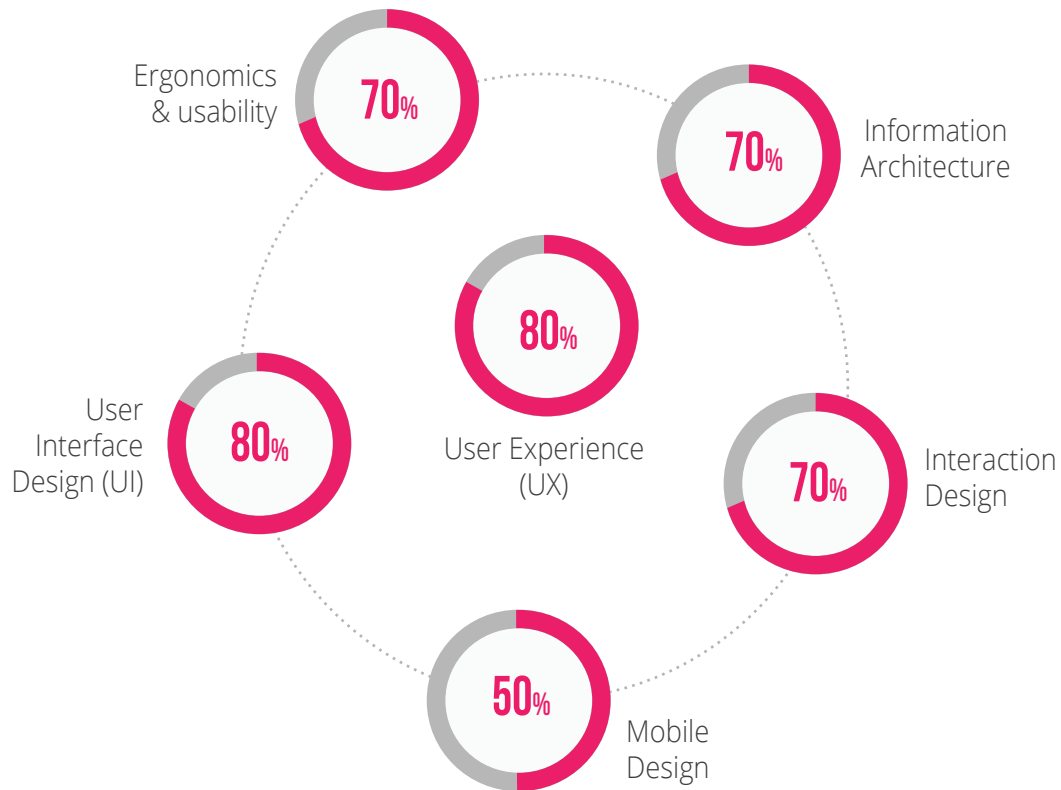


ISABEL ARIAS
UX / UI Designer

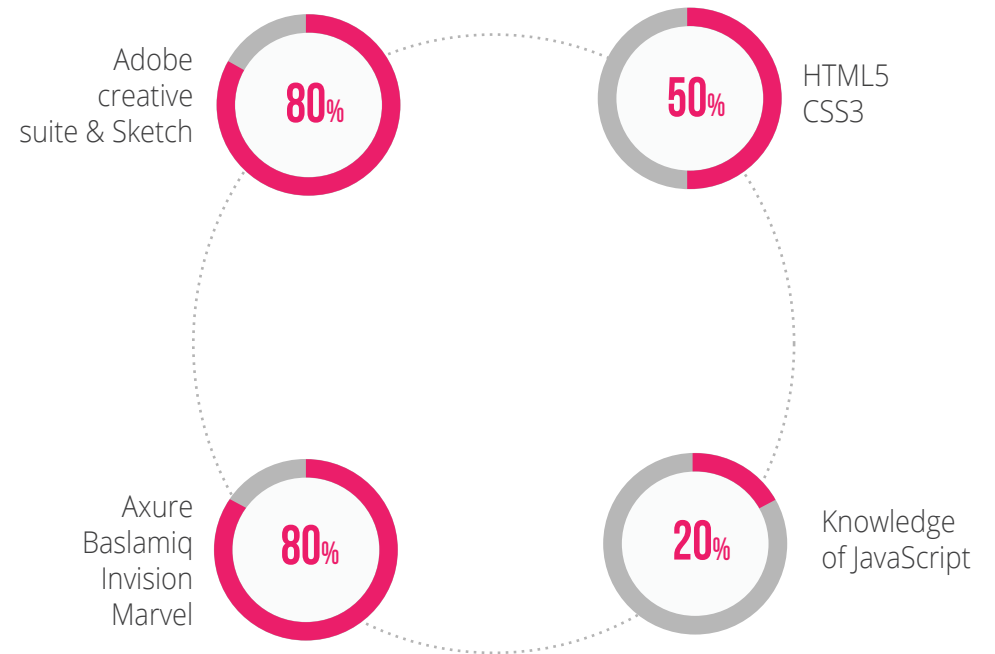
www.designisabel.com
514 649 0153
chavis2001@gmail.com

I`m a user experience designer & interface designer based in Montreal. I have seven years of professional experience. My expertise is based in complex systems design, interaction design, web site usability, architecture information, ergonomics and visual design.

SKILLS / RESPONSABILITIES



TOOLS





PROFESSIONAL EXPERIENCE

UX / UI / Web / Mobile

Web integration

Coordinator of communication



2016 - 2017

CANADA

AppHelp by AppDirect

User Experience Design:

- Conduct user research (customer journeys, interviews and usability test)
- Collaborate closely with the product team to define and build requirements
- Define Information Architecture and UI navigation
- Sketches, wireframes, and flows for early validation and test
- Guidelines, design pattern and documentation for developers
- Participate in workshops and brainstorm to generate ideas and new concepts
- Evangelize and implement UCD at AppHelp

User Interface Design:

- User Interface design and apply branding to white label products
- Visual design (icon creation, logos, web-pages and responsive design)

2015 - 2016

CANADA

Social Orra Inc

User Experience Design:

- Help to analyse user and business needs
- User research and personas
- Helping in the conception of easy to use and user-friendly products.
- Interaction design and workflows
- Translate requirements into well-defined wireframes
- Paper prototyping and user testing
- Presentation of design solutions and interaction design. Workshops with the team

User Interface Design:

- Create high fidelity visual mockups
- Apply ergonomics principles and design pattern

2014 - 2015

CANADA

R3D / TECHSOLCOM

User Experience Design:

- Help to analyse user and business needs
- Helping in the conception of easy to use and user-friendly products.
- Interaction design and workflows
- Creation of wireframes and mockups
- Paper prototyping
- Work with Agile methodology
- Presentation of design solutions and interaction design

User Interface Design:

- Creation interface'S UI applying ergonomics principles and design pattern.
- Creation of accessible interfaces.
- Documentation of style and design patterns

2013 - 2014

CANADA

Mentorum / Ispeaky

UX/ UI Designer

- Participation in the communication strategies for new products and service opportunities.
- Work with the marketing team to re-design the visual identity of the different projects of the company.
- Participation in User stories workshops, to understand the interaction and main functionalities of the platform.
- User interface design and user experience design for e-learning interface: Interaction flows, prepare sketches, wireframes
- Manage and assist in the creation of dynamic interface elements (HTML/CSS/ basic JavaScript)

2013

CANADA

Neoinformatics

Web integration, web design and website maintenance.

- Seventy percent of the work consisted of integrating websites in HTML5 and CSS3.
- 15% consisted of collaborating with the web design and working with the production director.
- 15% consisted of maintaining Neo Informatics Corporation's sites.

2012- 2013

COLOMBIA

Seven4n

Web and mobile interface conception and design:

- Lead designer of seven4n digital content platform and digital literacy project:
 - Needs finding
 - Participation in Brainstorming
 - Product conception and functionalities definition
 - Participation in User Stories workshops and Personas
 - Participation in the creation of user flows and interaction design
 - User interface design (GUI) based in ergonomics principles and design pattern
 - Web integration in HTML & CSS (Apply responsive design)
 - Manage the development team and insure the delivery quality

2011

COLOMBIA

El Bosque University

Web Designer

- Worked on the university's design center's web team.
- Designed pages for the university's website.
- Developed future projects, updated the university's newsletter
- Modified templates in Drupal (HTML / CSS)

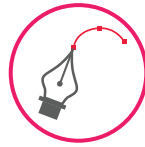
2010 - 2011

COLOMBIA

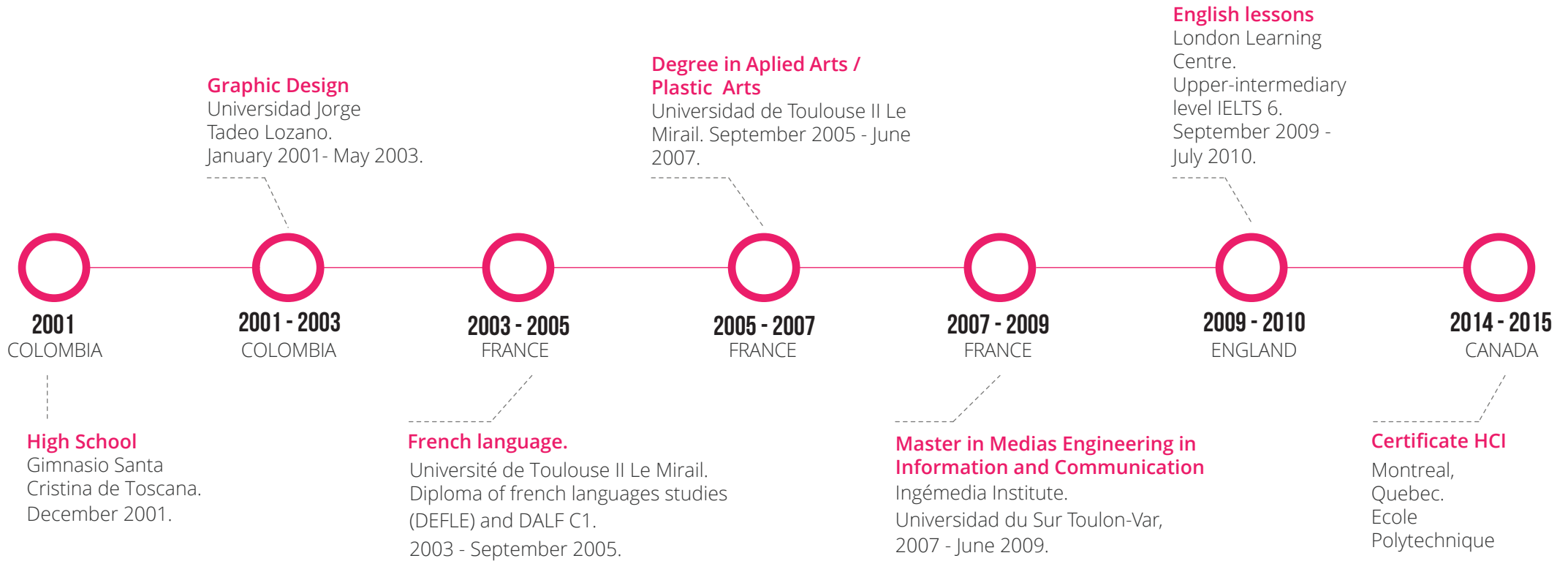
Malpelo Fondation

Design and communication coordinator

- Responsible of Malpelo's communication
- Advertising materials design and Malpelo's branding.
- Malpelo's website design and implementation
- Participated in communication meetings with other NGOs and represented the foundation at national and international fairs, including the International Scuba Diving Fair) in Paris, France, and the International Tourism Fair in Madrid, Spain, both in January 2011



EDUCATION





EXTRA PROFESSIONAL ACTIVITY

Hacking Health: Volunteer UX designer. Healthcare challenges and improve the experience of technology applications.

UX tout le monde, Montreal App Talks: Assist to conferences regularly.

Human computer interaction. Coursera.org: UC San Diego.
Complete course. September 2012 - November 2012.

Jardin Lapujade: Toulouse, France. Creator and organizer of the wall painting at Lapujade garden. March-May 2006.
Creation, conception (illustration design) and production of the civic project of Lapujade social center. Sponsored by the Toulouse mayor. Coordinated participants, including children and adults from the community who helped paint the mural