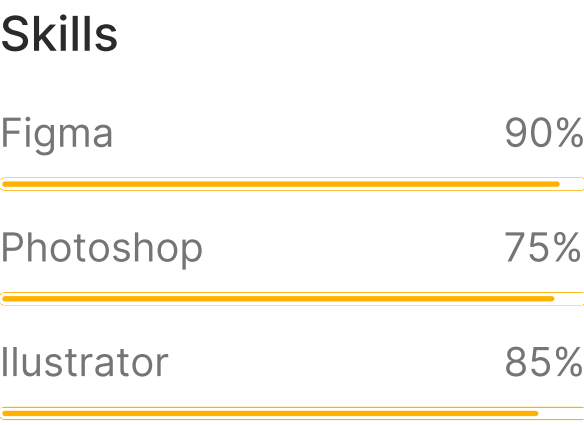
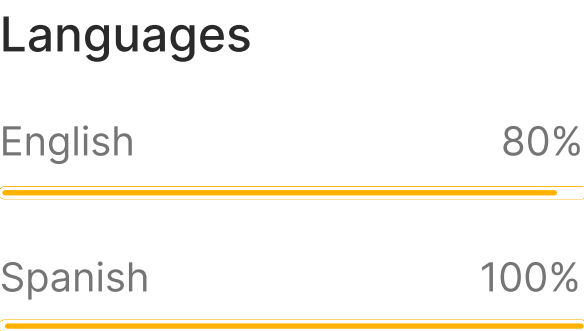


Profile



Diana Reyes
VD | UX Designer

Residence: Stgo,Chile
Status: Available For Freelance



- Extra Skills
- User Testing
 - Prototyping
 - Accesibility
 - Planning
 - Great Communication
 - Organization & Collab Skills

Portfolio

www.mellamandiana.com

Contact Info

Email:
hola@mellamandiana.com

Work Experience

UI | UX Designer

Aug 2024 – Currently

- G4G
- Customer Location: Buenos Aires, Argentina
- Creation of new LP and flows according to the business requirements.
 - Wireframe design in low and high fidelity
 - Ensure accessibility - AA
 - Documentations of information
 - Assets delivery
 - Hand off in figma
 - Prototyping for demo with clients

UI | UX Designer

Oct 2023 – July 2024

- Air Miles
- Customer Location: Toronto, Canadá
- Benchmark
 - Creation of new work flows according to the business necessity
 - Wireframe design in low and high fidelity
 - Creation and consistency of Design System
 - Ensure accessibility - AA
 - Documentations of information
 - Assets delivery
 - Hand off in figma
 - Prototyping for demo with clients

UX | UI Designer

Oct 2022 – Sep 2023

- Banco Itaú
- Customer Location: Santiago, Chile
- Benchmark
 - Users interviews, Card sorting, A/B Test, User testing, Beta testing
 - Creation of new work flows according to the business necessity
 - Study and improve old digital flows
 - Wireframe design in low and high fidelity
 - Creation and consistency of Design System
 - Ensure accessibility - AA
 - Documentations of information
 - Assets delivery
 - Hand off in figma
 - Prototyping for demo with clients

UX | UI Product Designer

May 2022 – Sep 2022

- Consumer Edge
- Customer Location: New York, United States
- Study and improvement of digital flows
 - Wireframe design in low and high fidelity
 - UI Kit and library development
 - Benchmark
 - Users interviews, Card sorting

UI | UX Designer

Dec 2019 - May 2022

- Entel | Digital Beat
- Location: Santiago, Chile
- Information architecture
 - Interaction design
 - User interface design for the website
 - Creation and consistency of Design System
 - Design of corporate presentations
 - Landing design for clients
 - Design of wireframes in low fidelity to wireframes in high fidelity
 - Brand digital iconography design
 - Mobile user interface design
 - Card Sorting, User test, A/B Test, Focus groups
 - Ensure accessibility - AA
 - Prototyping for demo with clients

Graphic | UI Designer

Mar 2018 - Dec 2019

- TUA | Gama Italy
- Location: Santiago, Chile
- Propose improvements in graphical interfaces (UI) and user experience (UX) on websites
 - Development of brand strategies for digital products and trade marketing for TUA Stores
 - Design and development of online and offline campaigns for TUA Stores and Gama Italy
 - Design and development of the TUA Professional store catalog
 - Development of new products and own brands
 - Propose improvements in graphical interfaces (UI) and user experience (UX) on websites
 - Development of brand strategies for digital products and trade marketing for TUA Stores
 - Design and development of online and offline campaigns for TUA Stores and Gama Italy
 - Design and development of the TUA Professional store catalog
 - Development of new products and own brands

Education

Catholic University Of Valparaíso

Certification, Diploma Information Architecture And User Experience

Feb 2021 - Sep 2022

Coderhouse

Certificate Design Systems

Apr 2022 - July 2022

Rafael Belloso Chacín

BS, Graphic Design

Jun 2016 - Dec 2011