

Bellatrix Martínez

Product Designer

Contact

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01 PROFESSIONAL EXPERIENCE

UX / UI Freelance Designer • 2019 – Present • Remote

- Design user flows, rough mockups and high fidelity mockups for projects.
- Create prototypes in Figma.
- HTML / CSS working responsive websites using different frameworks.

Mundo Keto • 2019 – Present • Remote Founder • Product Designer

- Design website, sales and social media.
- Design brand assets.
- Design product line and packaging.
- Work closely with users to iterate on product, meet diet values and expectations.
- Product fulfillment and logistics. Develop sales channels.

Green Light Group • 2017 – 2019 • Remote UI/UX Designer • Contract

- Design the CRM for Green Light Group Tours so they can manage their tours logistics.
- Work closely with the founders and administrative team to understand their business needs, as well as with the development team to execute our solutions.
- Create wireframes, mockups, prototypes and document for implementation, revisions and usability, styleguides for consistency.

Software Criollo • 2008 – 2017 • Remote Co Founder • UI/UX Designer

- I worked closely with clients discovering their project needs. Created personas and user flows. Designed mockups and interactions. Turned mockups into web views. Worked closely with the development team for optimal implementations.
- I was responsible for leading the design team and overseeing different stages of the design process.
- Among our clients we can name: Zuniga Rinaldi, Green Light Group Tours, MyEZBuild, Todobebe, Kellogg University, University of California, among others.

02 EDUCATION

Bachelor of Science in Graphic Design

The Art Institute of Fort Lauderdale

Social Computing

University of California, San Diego - Coursera

Input and Interaction

University of California, San Diego - Coursera

Human Centered Design

University of California, San Diego - Coursera

Gamification

University of Pennsylvania - Coursera

03 EXPERTISE

Prototyping, Figma, Sketch, Invision, Photoshop, Illustrator, UI Design, UX Design, Mobile Design, Visual Design, HTML, CSS, Slim, Responsive Design, CSS Frameworks (Bootstrap, Materialize), Git.

Branding, Print, Package and Layout design.

04 LANGUAGES

Spanish and English - 100%

French and Portuguese - 50% (*work in progress*)

05 OTHER INTERESTS

Continuous Learning, Kiteboarding, Yoga, Diving, Freediving, Cooking.