UX DESIGNER
Yoselin Delgado Montes de Oca

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Highly enthusiastic and creative professional; with a Master of Science in Human-Computer Interaction and a major focus on user interface prototyping and development. Instrumental in facilitating client's product vision by researching, conceiving, sketching, prototyping, and user-testing experiences. Demonstrated success conducting usability testing with real users and ensuring end-product design delivery. Remarkable background collaborating with designers, product development teams, business analysts, and stakeholders to create intuitive as well as user-friendly templates while exploring multiple approaches.

AREA OF EXPERTISE

UX Design, Software design, User Flows, Problem Solving, Journey Maps, System Analytics, Wireframing, Mockups, Prototyping, Design Thinking, UX Research, Usability Testing, UX Writing, Mobile Web Dev, Time Management, User-Centered Design, Organization Skills, Attention to Detail, Cross-Channel Experience, Collaboration Skills.

EDUCATION

Master of Science in Human-Computer Interaction (HCI) September 2022 – December 2023
University of Maryland Baltimore County (UMBC) Maryland, USA

Master of Science in Sustainable City and Architecture Design (MCAS) 2019 – 2020
University of Seville Seville, Spain

BA in Architecture 2012 – 2018
Simon Bolivar University Caracas, Venezuela

PROFESSIONAL EXPERIENCE

UNIVERSITY OF MARYLAND BALTIMORE COUNTY (UMBC) January 2023 – Present
UX Designer Baltimore, MD, USA

- Led a transformative initiative to enhance the user experience (UX) of the University of Maryland Baltimore County's College of Engineering and Information Technology (COEIT) webpage.
- Conducted in-depth user research and usability testing to identify pain points and gather insights, ensuring that the website design aligned with user needs and preferences.
- Utilized industry-standard design tools, such as Figma, to craft compelling and responsive user interfaces (UI) that optimized the website's accessibility and compatibility across various devices and browsers.

AMAZON, Ads May 2023 – September 2023
UX Designer Intern New York City, NY, USA

- Designed and implemented a saving and storing feature for Amazon Marketing Cloud (AMC), that enables users to seamlessly preserve and access both in-progress and final versions of SQL statements, facilitating data retrieval from the UI console.
- Researched the latest market trends and similar products related to data-driven platforms to understand the common elements among these products and seamlessly integrate these insights into the project.
- Conducted rigorous user testing with both internal and external stakeholders to refine and enhance the design solution.
- Collaborated closely with cross-functional teams, including developers and product managers, to align design efforts with technical feasibility and product objectives, resulting in successful feature implementation and user adoption.
- Created a cohesive design that adhered to Amazon's design guidelines, seamlessly integrating the new feature with existing developments.

GROWTH LEADS   **February 2021 – January 2023**
User Experience Content Designer   London, UK - Remote

- Conducted extensive research on sports betting, online gaming, and industry-related subjects to produce high-quality content for blogs, articles, product descriptions, and social media platforms.
- Collaborated with the marketing team to create targeted content for advertising campaigns associated with sports events, demonstrating a keen understanding of industry trends and audience engagement.
- Played a key role in proofreading and editing content, ensuring error-free and consistent messaging, while enhancing overall readability to meet professional standards.
- Applied strong SEO knowledge by conducting keyword research and implementing best practices to optimize content, contributing to a significant increase in traffic to the company website.

CARLOS FINOL PLUS   **September 2019 – May 2020**
UX Designer   Seville, Spain

- Accomplished desired UX design goals while designing virtual and physical user experiences for Charlie's Burger restaurant.
- Designed aesthetics/feel of dinner's website/app, which enabled online ordering, menu downloads, and online reservations.
- Boosted customer experience by constructing restaurant's brand marketing strategy, comprising visual identity (napkins, menus, decor, etc.) and overall ambiance.

AQUA CONSULTING GROUP   **June 2018 – September 2019**
Architectural Designer and Researcher   Caracas, Venezuela

- Researched and developed plans for community initiatives designed to get people actively involved in their community.
- Developed promotional materials for fundraising efforts used to explain the organization's financial situation and goals.

PROFESSIONAL DEVELOPMENT

Learn Figma UI - UX Essential Training, Udemy   **2021**
User Experiences Fundamentals, Udemy   **2021**
Introduction to UX Writing, Udemy   **2021**
English Intensive Program, University of Maryland Baltimore county (UMBC) - Baltimore, USA   **2021 – 2022**

TECHNICAL PROFICIENCIES

Figma; Adobe (Photoshop, Illustrator, Premiere, InDesign, AdobeXD, Lightroom), InVision, WordPress, Webflow, Quip, Java programming language; Autodesk (Revit, AutoCAD); CCS; HTML; iOS, Android

EDUCATIONAL HIGHLIGHTS

Research Scholarship – Sustainable Cities and Architecture Design Master Student   **2020**
University of Seville   Seville, Spain
- Planned for long-term viability of incorporating remains of Itálica, first Roman city in Spain, into modern Santiponce, Spain.
- Received the University of Seville's Research Scholarship for research deemed to be of national importance.

Honorific Mention – Undergraduate Degree Thesis   **2018**
Simon Bolivar University   Caracas, Venezuela
- Created a strategy for combining different cityscapes with water as the central focus.
Received a perfect grade from Universidad Simon Bolivar.