

# Ana Ortiz | User Experience Designer

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## UX/UI DESIGN | COGNITIVE EMPATHY | PROJECT MANAGEMENT

Experienced in UX/UI processes, foster a deeper understanding of users' thoughts, emotions, and motivations and leverage user research to create innovative and intuitive, user-centered products for a range of user interfaces. Collaborate with cross-functional teams to understand, refine, and iterate designs. Manage and coordinate with team members to ensure smooth execution of projects. Diverse experience across non-profits, startups, e-learning, social enterprises, web3, and advertising.

## AREAS OF EXPERTISE

Project & Product Management | Cognitive Empathy | User Experience | UI Design | UX Research  
Interaction Design | Emotional Design | Digital Experiences | Collaboration | Communication  
Wireframing | Prototyping | Information Architecture | Usability Testing | Accessibility | Persona Creation

## TECHNICAL SKILLS

Figma | Adobe XD | Sketch | Balsamiq | Adobe Creative Suite | Basic HTML | Slack | Trello | Jira  
Color Contrast Analyzer | Optimal Workshop | Microsoft Teams | Zeplin | Marvel | Miro

## RELEVANT EXPERIENCE

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**Civillience**, Omaha, NE - Remote - Tech and community startup, non-profit organization

📍 **Product Manager** | November 2022 - April 2023

- Lead and facilitated design critiques, fostering collaborative environment to give and receive feedback.
- Managed product development for web-based application, overseeing current and upcoming projects.
- Collaborated with front-end and data science teams to translate user requirements into actionable features.
- Spearheaded preparation and execution of usability testing plan for a new feature.

**UI/UX Designer** | October 2022 - November 2022

- Identified and assessed potential accessibility risks and implemented risk mitigation strategies on prototype
- Presented, and thoroughly explained my accessibility audit findings to the founder and UX team.
- Collaborated with UX team to implement approved iterations while maintaining design system standards.

**8 Billion Minds**, Worldwide - Remote - E-Learning social enterprise, non-profit organization

📍 **UX/UI Designer** | May 2022 - December 2022

- Established and conducted usability testing sessions to validate the design of an existing beta version.
- Analyzed and synthesized qualitative research to uncover insights and pain points.
- Presented findings and recommendations for identified user pain points to product team and stakeholders.
- Collaborated in brainstorming and problem-solving sessions with the product manager, senior UX designer, and software engineers to redefine user needs and goals, and enhance the site's functionality.

**NFT Art Mentor**, Remote - Web3 and E-Learning application

📍 **UX/UI Designer** | July 2021 - May 2022

- Developed and designed an end-to-end mobile learning app with a user-centered approach.
- Utilized user research and competitive analysis to drive ideation and create low fidelity wireframes in Figma.
- Created a design system, to maintain a cohesive design throughout the product.

## RELEVANT EXPERIENCE

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**Dominion Global**, Houston, TX - Remote - A leading global Internet radio monitoring company

**Freelance Graphic Designer** | April 2021 - March 2023

- Create mock up designs for an array of independent artists using Adobe Photoshop and Illustrator.
- Manipulate and edit photographs to suit the artist's design, combining typography, colors and graphics to finalize mock-up art.
- Prepare proof for client approval and prepare high quality files for print production.

**Task Me, NYC**, NY - Remote - Graphic Design & photo editing services

**Freelance Graphic Designer** | May 2022 - March 2023

- Create seamless photo collages using Adobe InDesign and Photoshop.
- Attention to detail, organize and compose collages with an array of photo sizes, orientations, colors and subject variety.
- Prepare client proofs and prepare high quality files for print production.

**Alief ISD**, Houston, TX - Alief Independent School District

**Graphic Design/AP 2D Studio Educator** | September 2009 - May 2022

- Fostered and promoted a creative and collaborative learning environment for digital arts students.
- Created engaging and modified lessons for individual learning styles that allowed students to understand, explore and synthesize the creative process using traditional art and professional creative software.
- Taught and demonstrated lessons for students to learn Adobe Photoshop and Illustrator.

**Smile Outside**, Houston, TX - Wildlife Book Publisher

**Freelance Illustrator & Graphic Designer** | 2018 - 2022

- Finalized illustrations by applying watercolors, Adobe Photoshop, and Illustrator techniques.
- Designed brand identity and marketing design for both print and digital applications.
- Collaborated with stakeholders to understand business requirements and illustration styles.
- Published six children's books as well as generated digital files for print production using InDesign.

**JGI Outdoor Advertising**, Katy, TX - Outdoor Advertising

**Graphic Designer & Product Manager** | 2006 - 2009

- Revamped and spearheaded diverse graphic design initiatives from initial concept to flawless execution.
- Strategically conceptualized and designed billboard advertisements that increased business growth.
- Endowed with the responsibility of project management, establishing and maintaining client, designer and vendor relationships.

## EDUCATION AND CERTIFICATES

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• **UX/UI Design Certificate** | CareerFoundry | Berlin, DE | July 2021 - May 2022

• **UI Design Industry Training** | Brainnest | Bremen, DE | April - May 2023

• **Bachelor of Fine Arts in Graphic Design** | Art Institute of Houston | Houston, TX | 2002 - 2006