YADIRA GUZMAN

+49 176 28397680
cryayo@gmail.com
www.linkedin.com/in/yadiraguzman
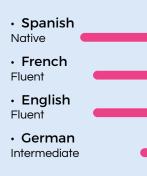www.yayaguzman.com

Nationality: Colombian - French

SKILLS

- UI / UX / Web design
- Design Thinking
- User Research (Qual & Quant)
- User Flows
- Wireframes
- Prototypes
- Information Architecture
- Design Systems
- Teacher / Mentor
- Html - Css - Js

TOOLS

- Figma - Sketch
- Photoshop - Illustrator
- Marvel - Invisionapp
- After Effects - Principle
- Zeplin - Framer
- Jira / Confluence

LANGUAGES

- **Spanish**
Native
- **French**
Fluent
- **English**
Fluent
- **German**
Intermediate

« I am a multidisciplinary designer. I have worked with different companies (in Bogota, Paris and Berlin) for several years. I am currently based in Berlin, working as a Product Designer (UX UI), transforming complex requirements into simple and beautiful digital products.»

EDUCATION

Html - CSS - Js
Dawan IT Consulting
2016 | Paris - France

MASTER II Création et Edition Numériques (Product Design | Web - UI/UX Design)
Paris 8 Vincennes Saint -Denis
2010 - 2012 | Paris - France

Graphic Design & Advertising
Universidad Central - Bogotá
1998 - 2003 | Bogotá - Colombia

EXPERIENCE

CAREER FOUNDRY 12.2022 - Currently | Remote
UI Mentor
Mentoring and supporting students in their UI Design learning, through video reviews and one-on-one calls.

MAILBUTLER 09.2020 - Currently | Remote
SENIOR UX/UI Designer
User research, wireframes, usability testing, prototypes, creation and maintenance of a Design System. Improvement of the UX and UI of an email plugin.

ALOCAI - ALTAGRAM 08.2019 - 08.2020 | Berlin
UX/UI Designer
One year project. Design from scratch of a video game localization platform that simplifies the communication between clients, project managers and translators. Entire UX, IA and UI of the platform. User research, testing, Design System.

FREELANCE 05.2015 - 2022
UX/UI + Web Designer
Web design, UI/UX (Research, wireframes, user flows, user testing). For major clients such as Lingoda GMBH, Julien Zietlow, Applause and Altagram.

MYD 11.2015 - 02.2016 | Berlin
UX/UI + Web Designer
User research, user flows, information architecture.
Improvement of the existing UX. Dashboard design.

LES COMPTOIRS 03.2012 - 01.2015 | Paris
UX/UI + Web Designer
Web design, responsive design, UX/UI design, mobile apps, cinemagraphs. For major clients such as Icade, Axa Insurance, Bnp Paribas, or LVMH.

REDI SCHOOL 09.2019 - 2021 | Berlin
Women Digital Program Teacher & Mentor Volunteer
Web design Teacher & Mentor