



# Jessica Durán

UX/UI DESIGNER

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I'm a UX/UI Designer , based in Barcelona with three years of experience in the startup world. I specialize in creating intuitive, user-friendly interfaces that enhance the user experience.

## EXPERIENCE

### Freelance Designer

🏢 Byjeka      📅 Oct. 2023 – Currently

- User experience
- Branding and illustrations

### Product Designer (UX/UI Designer)

🏢 Yumminn      📅 Mar. 2022 – Apr. 2023

- Redesign the entire payment flow and Backoffice.
- Create from scratch the functionality of ordering and paying at the table.
- User research to understand the needs, preferences, and behaviors of potential users (both diners and restaurants).
- User testing

### UX/UI Designer

🏢 Grip      📅 Apr. 2021 – Dec. 2021

- Redesigned 80% of all the pages to be responsive, web and mobile friendly.
- Redesign and implemented landing page on Wix
- Managed visual designer to develop high fidelity concepts.
- Increase the conversion and grow the sales

### UI Designer

🏢 Salonomi      📅 Apr. 2020 – Jun. 2021

- Create new functionalities in the back office
- Redesign and implemented landing page
- Maintaining the visual identity of the brand

## SKILLS

### UX Design

User Research, User testing, Teamwork, Wireframing, Prototyping, Design System , illustration.

### Tools

Figma, Figjam, Suite Adobe, Zeplin, Wix, Trello, Slack, Elementor, Webflow.

### Languages

Spanish and English.

## EDUCATION

### UX/UI Design Bootcamp

📖 Ironhack      📅 2020

### Migration Challenge Summer School

📖 Digital Society School      📅 2019

### Visual Arts

📖 Instituto de Artes Visuales      📅 2018 - 2019

### Advertising

📖 Universidad Jorge Tadeo Lozano      📅 2012 - 2015