

MARÍA JOSÉ PASCHUAN

UX/UI DESIGNER - FRONTEND DEVELOPER

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ABOUT ME

I am a UX/UI designer with 3 years of experience, specializing in web applications, mobile interfaces, and email design. My primary focus is on helping companies achieve their business goals by delivering efficient and impactful digital solutions.

I am a creative and collaborative team player, dedicated to crafting exceptional user experiences, with a strong attention to detail and lateral thinking, I consistently ensure that every design meets the highest standards of quality and usability.

I am also a passionate advocate for web accessibility, committed to making digital products more inclusive for all users.

FORMATION

Web Design & Programming

Inacap

2009 - 2014

UX Design Professional

Google

2023

SKILLS

- Proficient in advanced design software.
- Expertise in social media strategy.
- Strong problem-solving abilities.
- Teamwork and collaboration skills.
- Knowledge and experience in creative thinking and innovation.

IDIOMAS

Spanish native

English intermediate

EXPERIENCE

2020 - 2024 FARMACIAS KNOP

UI DESIGNER

- Developed and optimized a secure website to meet evolving business needs.
- Coded site elements using HTML, XML, and other programming languages.
- Collaborated with team members to determine the content and functionality requirements for the site.
- Built and developed an internal WordPress-based intranet.
- Created a WordPress e-learning platform for employee training.

TOOLS: FIGMA, WORDPRESS, HTML, CSS, JS, PHP

2019 CAJA LOS ANDES

DISEÑADORA GRÁFICA JUNIOR

- Utilized Kanban methodology to streamline development workflows.
- Developed and deployed applications and software, including patches, following management guidelines.
- Conducted in-depth analysis of complex web application infrastructures and led a complete product redesign, from prototyping in Adobe XD to full UX implementation.
- Handled both back-end and front-end development using JavaScript, HTML, and CSS.

TOOLS: ADOBE XD, HTML, CSS, JS, PHP

2017 - 2018 DIGITARIA

FRONTEND DEVELOPER

- Developed custom HTML/CSS email templates, ensuring unique and responsive designs.
- Implemented HTML5 websites and WebApps, focusing on responsive design and mobile adaptation.
- Created reusable code and libraries for efficient future use.
- Collaborated with a diverse range of clients, including Enel, Lipigas, Copec, Hogar de Cristo, Clínica Vespuccio, and Entel.

TOOLS: HTML, CSS, JS, PHOTOSHOP, ILLUSTRATOR

2016 - 2017 IGO SPA

FRONTEND DEVELOPER

- Developed complex dashboards from scratch using Bootstrap and JavaScript.
- Built and maintained WordPress websites with PHP, ensuring scalability and performance.
- Coded and scripted applications to meet client requirements.
- Created tools to enhance user experience and engagement on websites.
- Ensured websites were accessible across multiple platforms, including laptops and smartphones.
- Conducted regular testing to assess usability, speed, and other quality metrics.

TOOLS: WORDPRESS, PHP, PHOTOSHOP, ILLUSTRATOR