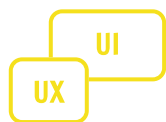# Cristina Duschanek
## UX | UI Designer

*"I want to help people live in an easier world
by providing solutions to to make them feel better."*

Interested in Service Design,
Product Design, and improvement
of digital products.

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## Experience

**UX|UI Freelance**                                     Present
Zingular
**Senior Art Director**               11/2018 - 11/ 2019
Publicis
**Senior Art Director**               01/2010 - 10/ 2018
VMLY&R
**Senior Art Director**               01/2006 - 01/ 2010

## Languages

Spanish mother tongue
Technical English

## Soft Skills

Emotional intelligence, creativity, adaptability, curiosity, resilience, teamwork and early adopter.

## Art Direction

Broad experience in **commercial communication**, reinforcement, corporate and attitudinal communication.

Art direction, organization, coordination and supervision of **BTL 360° campaigns.**

External **production management in shooting**.

**Conceptualization and creative execution** of campains, adaptation to all kinds of graphic pieces and final art.

**Brand development** and graphic styles.

**Graphic creativity,** branding, corporate identity, editorial and promotional.

Flexibility and experience in handling design software such as **Photoshop, Indesign or Illustrator**.

## Education

**UX|UI Design Bootcamp**  -  Neoland                500h
**Graphic Design**  -  Comunidad de Madrid           700h
**Animation and 3D modelling**  -  IMEFE              350h
**Illustrated portrait with Photoshop**  -  Oscar Gimenez   10h
**Degree in Advertising and Public Relations**
Complutense University of Madrid

## UX / Research Skills

**Agile workflow methodologies** such as **Design Sprint, Design Thinking and Lean UX** for MVP implementation and development.

**Heuristic evaluation method** to analyze, identify and improve usability issues.

**Qualitative research** through techniques such as desk research, ethnography, netnography, benchmarking, expert interviews, safari, focus groups and challenge maps, focusing on the creation of user-persons, empathy maps and customer journey.

**Quantitative research,** analysis through SWOT matrix and definition of objectives through on-line surveys and A/B tests.

**Prioritization of ideas** through HMW questions and MoSCoW method.

**Saas collaborative tools** such as Airtable, Gitbook, Trello, Slack, Miro, Drive and PasteApp.

**Interaction design:** information architectures, taxonomy, sitemaps and flowcharts.

## UI Skills

**Experience in digital product design from conceptualization to high-fidelity prototyping**.
Mastery of composition, color and typography, always looking for the creation of intuitive designs based on Data Driven Design and user experience.

**Wireframing and sketching** using modular design tools such as MindMeister, Whimsical, Balsamiq, Axure, MarvelApp and Wirefame.cc .

**High fidelity prototyping** with Figma and Sketch.

**Creation of Style Guide** using design principles.

**Design systems** and use of Material Design patterns (Android) and Human Guideline Interface (iOS).

**A11Y web** accessibility application.

**Web responsive** with Bootstrap framework and knowledge of the **Wordpress** content management system.

Basic use of **HTML 5** and semantic **CSS**, through text editors like Visual Studio or Atom. Handling of **Dev Tools**.

**Cross browser interface design** for multi-device, approaching the projects from a Mobile First or Desktop First methodology.

**Creation of consistent designs** through the use of 8 pt grid and with a focus on Pixel Perfect.

**Production of final designs** in collaboration with the development team through handoff tools such as Zeplin.