

FIORELLA SOBENES

Designer & Researcher

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Tools

- Figma
 - InVision
 - Adobe Creative Suite
 - HTML/CSS
 - CMS Platforms
 - Design Systems
 - Salesforce
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Skills

- User Interviews
 - Usability Testing
 - User Research
 - Surveys
 - Personas
 - Prototyping
 - Wireframing
 - Interaction Design
 - Responsive Design
 - Information Architecture
 - Accessible Design
 - Motion (Figma)
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Education

B.S. Technology, Arts & Media

University of Colorado - Boulder, Boulder, CO

Focus: HCI & UX/UI Design

Certificates

UX/UI Design Certificate

University of Denver,

UX/UI for Gaming - ELVTR

SUMMARY

A designer with start-up experience who enjoys discovering the different interactions and visual designs that offer a delightful, smooth experience. Capable of working in a fast-paced environment and enjoy collaborating and learning from others before, during or after the design process.

EXPERIENCE

UI Designer, DevIQ; Denver, CO — Feb 2022 - Mar 2023

- Played a pivotal role in elevating the company's digital presence by developing branding guidelines, website design, presentation and email templates using **HubSpot, Microsoft PowerPoint, Sketch App**, increasing our followers by 1000+ and our reach by 30%.
- Updated branding on 50+ company assets in **Illustrator, Photoshop, Figma** and **iMovie**.
- Communicated with clients and stakeholders in 5 different projects to understand the user's needs, used and created **design systems** and **branding guidelines** to make their vision and goals come to life.
- Utilized a strong **attention to detail** and **creative problem-solving skills** to design user-centered interfaces in **Sketch App** and **InVision** that improved the overall user experience.
- Collaborated with cross-functional teams, including developers and product managers, to bring projects from conception to launch, keeping track of our tasks with **DevOps** and **MS Office**.
- Created wireframes, prototypes, and high-fidelity mockups, in **Sketch App, Figma** and **SquareSpace**, based on the latest design trends and technologies.

UX/UI Designer, Gritly; Boulder, CO — Oct 2020 - Feb 2022

- Redesigned the company's visual flow and aesthetics with **Figma, Photoshop, Illustrator** and **Webflow** based of user interviews, and improved the monthly user interactions to 500+ visitors.
- Designed the student and admin portals for cohorts with an average of 7 students.
- Created prototypes and redesigns of style guides in **Figma** and **Illustrator**, establishing the company **brand**, increased our partner companies from 5 to 11.
- Analyzed user activity on website with **Hotjar** and **Google Analytics** to determine user behavior.
- Worked collaboratively with the engineering department by preparing design documents legible for HTML/CSS using **Zeplin**.

PROJECTS

Amazon Gift Guide Redesign — UX Designer

User data showed that Amazon users are interested in an effective way to gift an item via the mobile app. Redesigned to optimize Amazon's gifting feature on the mobile application. Feature designs were based on user pain points and iterated on through usability testing.

UX Process: Design Thinking, User Journeys, User Flows, Prototype, A/B Testing, Hi-Fi Mockups

Denver Art Society Responsive Redesign — UI Designer

Improved UI website and mobile aesthetics to enhance visitors' experience and provide more efficient flows to donate and volunteer at the non-profit. Provided high fidelity interactive prototypes, integrating color theory, a new style guide and content flow.

UI Process: Accessibility Standards, Mood Board, Color Theory, Style Guide, Grids, Card Sorting