# Andrea Brizuela

Senior Product Designer | UX Specialist

🌐 andrea-brizuela-ux.com  in @anbrizuela  ✉ info@andrea-brizuela-ux.com

# Professional Experience

## Senior Product Designer

Sep 2019 - Present · 3 years, 8 months

**Symmetry** Design Services

**Technical Skills**

UX Design   Design Thinking   Product Strategy   Project Management

**Soft Skills**

Effective Communication   Leadership   Storytelling   Workshops   Time Management

As an Independent Contractor and Senior Product Designer, I manage a portfolio of clients and work closely with them to understand their product requirements. I facilitate meetings and workshops when needed, collaborate with stakeholders and team members from different areas, deliver high-quality design solutions, and manage project timelines and budgets.

## Lead Product Designer

Aug 2022 - Dec 2022 · 5 months

intive

**Technical Skills**

UX Design   UI Design   Heuristic Analysis   Usability Design   Accesibility   Mobile Design

Information Architecture   Prototyping   Agile Methodology   Project Management

**Soft Skills**

Leadership   Storytelling   Mentoring & Coaching   Team Motivation   Workshops   Problem Solving

I joined a consultancy firm to address product design issues for a client in the telecommunications industry. After assessing the situation, I assumed team leadership, clarified roles, and provided UX coaching through workshops to midlevel and junior team members. I established a user-centered design process, implemented agile methodology, and redesigned the product with improved accessibility and usability. We presented the new process and product to the client's CEO and VP of product, securing our business relationship while improving team productivity, collaboration, and innovation.

# Andrea Brizuela

Senior Product Designer | UX Specialist

🌐 andrea-brizuela-ux.com　　in @anbrizuela　　✉ info@andrea-brizuela-ux.com

# Professional Experience

## Lead Product Designer | Mobile Platform

Jul 2020 - Aug 2022 · 2 years 2 months

salesforce

---

**MY CAREER GROWTH AT SALESFORCE** 🌱

UI Designer ——— UX Designer | Android ——— Lead UX Designer | Mobile (iOS & Android)

**Technical Skills**

Research　Usability Testing　Ideation　UX Design　Usability Design　Accesibility　Mobile Design

Information Architecture　Wireframing　Prototyping　UI Design　Design System　Branding

**Soft Skills**

Leadership　Collaboration　Innovation　Empathy　Communication and Presentation

As the Lead UX Designer for Salesforce's Philanthropy Cloud, I work closely with stakeholders to understand the product strategy and meet business goals, leveraging design and market trends to identify new opportunities. I worked closely with other designers and coordinated app re-branding efforts, resulting in improved usability and accessibility, as well as increased user engagement and retention. We also developed and launched an Android app. As a side project, I led the end-to-end journey of the Slack Philanthropy Cloud App, which was presented at Dreamforce 2021.

## Lead Product Designer

Jan 2021 - Aug 2021 · 8 months

LaborScout

**Technical Skills**

Discovery Research　Design Thinking　UX Design　UI Design　Web Design　Design System

**Soft Skills**

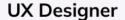Leadership　Task Prioritization　Time Management　Design Workshop Facilitator

As a Product Designer, I collaborated with the CEO and CTO to kick off the project, implementing user-centered design from the start. We began with Discovery, identified our target audience, and ideated accordingly. Leveraging existing branding, I defined the interface's style and product look. By fostering a collaborative relationship with Engineers, I successfully managed and delivered the MVP on time.

# Andrea Brizuela

Senior Product Designer | UX Specialist

🌐 andrea-brizuela-ux.com　　in @anbrizuela　　✉ info@andrea-brizuela-ux.com

# Professional Experience

## UX Designer

May 2019 - Jun 2020 · 1 yr 2 mos

**oktana**

**Technical Skills**

UX Design　Wireframing　Web Design　Responsive Design　Mobile Design　Prototyping

Prototyping　UI Design　Design System

**Soft Skills**

Collaboration　Team Work　Written & Verbal Communication

As a UI/UX Designer, I led projects for diverse clients in North and South America, designing apps and responsive websites for e-commerce, financial, and business communication products. I also created interactive prototypes to showcase product functionalities for Salesforce clients at Dreamforce 2018. My user-centered design approach incorporated feedback from stakeholders and users to refine solutions that met the highest standards of quality and effectiveness.

## UX Designer

Sep 2018 - May 2019 · 9 months

COLORIDAD

**Technical Skills**

UX Design　UI Design　Web Design　Mobile Design　Wireframing　Prototyping　Design System

**Soft Skills**

Team Work　Collaboration　Effective Communication

As part of the UX design team at a startup, I helped design three digital products for small and medium size companies in Paraguay. The first product was a dashboard interface for owners, managers, and store employees to track sales, inventory, and best-selling products. The second was a mobile loyalty program for customers to earn rewards, view menus, and make orders. Lastly, we developed a contactless kiosk system for fast checkout. I also mentored junior designers in social media marketing and UI design.

# Andrea Brizuela

Senior Product Designer | UX Specialist

🌐 andrea-brizuela-ux.com　　in @anbrizuela　　✉ info@andrea-brizuela-ux.com

# Design Software

| Figma | invision | miro | overflow | UserTesting | Jira Software |

# Certifications

**Foundations of User Experience (UX) Design**
Google | Credential URL coursera.org/verify/FQB2LVVGEVBT | Issued Jul 2022

**The Human Mind and Usability | Interaction Design**
Nielsen Norman Group | Issued Nov 2021

**Become a UX Designer from Scratch | Interaction Design**
Interaction Design Foundation | Credential ID 88347-2021-475982 | Issued Feb 2021

**Salesforce Certified Administrator (SCA)**
Salesforce | Credential ID 21446255 | Issued Aug 2020

**Innovation Facilitador**
Beta.cards | Issued Feb 2020

# Education

**Tomorrow University of Applied Sciences | Germany, Berlin**
BA, Responsible Entrepreneurship | Feb 2023 - Jul 2026

**National University of Asuncion | Paraguay**
BA, Architecture | Feb 2013 - July 2017