



# /aleks iralda

Web / UI & UX Designer

Current Location

Coatzacoalcos,  
Veracruz, México  
96500

Contact

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aleksiralda.com



## EXPERIENCE

● May 2015 – Jan 2016 (8 months)

### UI & UX Designer

INTEKEL AUTOMATIZACIÓN

Create design solutions to complex data problems • Define customer journey • Build UI pattern library to solve common design problems and deliver a consistent experience • Optimize interaction flows and provide detailed wireframe for Internal Products

● Aug 2014 – Current

### Visual & Web Designer

FREELANCE

Design, Development & Management Websites for Business & Organizations • Project Management • UI Design • PSD to HTML • WordPress Development • VPS Setup • UX Practice for Personal Products

● Sep 2012 – Jul 2014 (1 years 10 months)

### Lead Visual Graphic Designer

ILAB HUB

Responsible for designing and driving the organization brand, overseeing company-wide campaigns • Editorial & Content Video Production • Facebook Ads & AdWords Campaigns



## SKILLS

### Design

Wordpress	//////////
HTML / Bootstrap	//////////
CSS / Stylus	//////////
JS / JQuery	//////////
PHP / Codeigniter	//////////
Sketch	//////////
InVision	//////////
Framer JS	//////////
Photoshop	//////////
Illustrator	//////////

### Proficiency

Project Management	//////////
Development	//////////
Content / Creative	//////////
Marketing	//////////
Research	//////////

### Career Background

- Brand Development
- Editorial Design
- Video Production
- Digital Marketing



## EDUCATION

● 2016 – CURRENT

### Marketing & Advertasing Lic.

INSTITUTO DE ESTUDIOS UNIVERSITARIOS (IEU UNIVERSIDAD))

Develop, manage and evaluate market and communication strategies that achieve the effective exchange of products and services in public and private sectors.



## AUTODIDACT CORE

● **Platzi**

Main Courses: Wordpress Development, Product Development Career.  
platzi.com

● **Lynda.com**

Main Courses: Technical SEO, Web Project Management, UI using Sketch, Analytics Advanced.  
lynda.com



## CERTIFICATIONS

### Visual Communication

Adobe Certified Associate  
Using Photoshop 2017  
Valid through Nov 2016



### Print & Digital Media Publication

Adobe Certified Expert  
Using InDesign 2015.5  
Valid through Feb 2016



### Google Analytics

Google Analytics Certification  
Using Google Analytics  
Valid through Feb 2017

