

# MELISSA ORTEGA

## UI UX DESIGNER

### CONTACT

+49 174 5835037

melosmas@gmail.com

12049 — Berlin

[Linkedin.com/in/melortegam](https://www.linkedin.com/in/melortegam)

[Behance.net/melissaortega5](https://www.behance.net/melissaortega5)

[www.melissa-ortega.com](http://www.melissa-ortega.com)

### UI/UX SKILLS

UI Elements / Visual Design

User — Centered Design

Wireframing

Prototyping

Branding /Logo Design

Web and Mobile App Design

Style Guides

Iconography

Typographic Hierarchy

Responsive Design

Personas

Usability Analysis

User Research

### TOOLS

Figma

Illustrator

Adobe XD

Photoshop

InDesign

Sketch

Invision

### LANGUAGES

Spanish

English

German B2

UI/UX designer with an artistic background specialising in printmaking. Visually trained in having a great sense of colour and composition with a high graphic insight. Positive project manager with experience working cross-disciplinary teams. Skilled in focusing on delivering data-driven and user-centric solutions.

### EXPERIENCE

#### UX/UI Designer

Freelancer | Heimweg — Personal Safety App

Currently

Having completed the training course, I started re-designing a safety location app. Reduced visual complexity and cognitive load by making the UI consistent. Created a complete look and feel, implemented fitting typography, screen layouts and UI kit.

#### UX/UI Designer in Training

Freelancer | Last Call — Food Saver App

Jan 2022

Applied a user-centered design. Conducted competitive analyses, user interviews, surveys and A/B testing to gather research data, develop personas and user flows diagrams. Designed hi-fi screens, mockups, prototypes, and a comprehensive style guide based on stakeholder requests and end-user feedback.

#### Project Manager

Cultural Space BCMA | Berlin DE

2016 — 2019

Successful cultural events achieved through team organisation such as exhibitions, workshops, round tables. Extensive work with guest artists and visual redesign of social media.

#### Tourist guide

Magma Cultura | Barcelona ES

2011 — 2016

Proficient tour guides given in Bcn, a city with high tourist traffic. Skilful under pressure. Resolved customer complains in different languages.

### EDUCATION

#### UI Design Specialisation

CareerFoundry | Berlin DE

Nov 2021 — Mar 2022

#### Online Marketing Manager with emphasis on UX

Business Trends Academy | Berlin DE

Feb — Aug 2020

#### Master of Fine Arts with Digital Media Specialisation

Valand School of Art & Design | Göteborg SE

2008 — 2010

#### Master in Design and Public Space

Elisava Graduate School of Design | Barcelona ES

2007 — 2008