

# Angélica Hernández Ramos

## Product and User Experience Designer

Empathetic designer, outcome-oriented, and effective communicator. Being the first and sole UX designer of an early team at a growing startup has taught me how to be self-directed, multitask and adapt in a fast-paced environment and work collaboratively with other teams.

---

### EXPERIENCE

#### UX Designer

INprende | Sep 2020 – Current

- Executed initiatives from problem discovery to idea testing.
- Led the UX strategy for the launch of a new product, while introducing Design Thinking and UX principles to our cross functional team.
- Design wireframes, user flows, sitemaps and ux architecture for desktop and mobile.
- Product improvement efforts resulted in increased business and user satisfaction.

#### Graphic Designer

University of Puerto Rico | Aug 2017 – Jun 2020

- Print designer of advertising, promotional and guest experience materials for theatrical, cultural and choral events.
- Collaborated with the production of marketing, branding and Web UI elements.

### PROJECT SKILLS

User Research, User surveys and interviews, Information Architecture, Sitemapping, User Flow, Wireframing, UX Writing, UX Strategy, Desktop and mobile proficient, Prototyping, A/B Testing, MoSCoW Feature Mapping, Usability Testing, User Interviews, QA Script Testing, Agile and Scrum framework.

### SOFTWARE SKILLS

Figma, Balsamiq, InVision, Lucidchart, Adobe XD, Adobe Illustrator, Miro, Treejack, Proven By Users, Loop11, HTML, CSS

### CONTACT

angelicaherdz@gmail.com  
linkedin.com/in/angelicahr/  
787 516 2425

---

### EDUCATION & CERTIFICATIONS

#### UX|UI Specialization Certificate

CalArts, Coursera  
May 2020 – Sep 2020

#### BA Multidisciplinary Arts

University of Puerto Rico  
Aug 2015 – Jun 2020

---

### PORTFOLIO

angelicaux.design

