

YAZMIN SAAVEDRA

UX/UI DESIGNER

✉ uxyazmin@gmail.com

📍 Mexico City MX

📁 [Portfolio](#)

🌐 [LinkedIn](#)

TECHNICAL SKILLS

User Research
Wireframing and Prototyping
Information Architecture
UI Design
Usability Testing
Interaction Design
Visual Design
Marketing Insights
Branding and Identity
Collaboration and Communication
Workshop Facilitation
Content Strategies
User Flow Design
HTML5, CSS, Java
WordPress, Webflow Dev.
Agile Methodology
Project Management

SOFT SKILLS

Empathy
Effective Communication
Problem Solving
Adaptability
Leadership
Attention to Detail

TOOLS

Microsoft Office
Figma
Sketch
Optimal Workshop
Miro
Adobe Ps, Me, Ai
Canva Pro
UsabilityHub
Slack

WORK EXPERIENCE

Autonomous Freelancer 2021 - 2023 Upwork

- Worked for 20+ clients doing Digital marketing, and branding.
- +15 End-end Web design/development projects.
- Implemented a campaign using researched consumer behavior and market trends.
- +50 interactions with stakeholders, +10 workshops.

Marketing Strategist 2020 - 2021 Amore Marketing

- Directed +10 Focus groups and A/B Testing for B2B to glean consumer opinions on new products.
- Analyzed campaign online performance funnels, resulting in a 17% improvement in conversion rates.

Photographer & Performance Artist 2018-2021 INBA

- Photograph over 50+ events and worked for 2 years as Social Media Manager for Art Companies
- Professional Folk Dancer for 9 years and 200+ functions in different theaters.

CERTIFICATIONS

UX/UI Designer - Designlab

Designlab, 2023

Graphic Design

California Institute of the Arts, Coursera 2021

EDUCATION HISTORY

Bachelor in Marketing 2016-2021 National Autonomous University of Mexico

- Strategic Marketing Management
- Advertising and Social Media

Bachelor in Arts 2016-2020 National Institute of Fine Arts, Mexico

- Ethnographic Science and Contemporary Arts
- Cultural Management.