

Diana Pioquinto Perez

Marketing User Experience Designer | Orlando, Florida

EXPERIENCE

Discover Financial Services — Marketing UX Designer

Remote | May 2022 - Present

- Lead design digital and print assets for integrated brand campaigns—including emails, landing pages, social ads, direct mail, billboards, and statement inserts—ensuring consistency across all touchpoints
- Partner with marketers, copywriters, developers, and legal to bring campaigns to life from concept through execution under tight deadlines
- Evolve brand guidelines across digital and print channels, contributing to a measurable increase in customer engagement
- Incorporate accessibility guidelines, responsive design principles, and user behavior insights into campaign assets to support inclusive and effective user experiences

Moment Studio — UX/UI Designer

Remote | October 2021 - May 2022

- Collaborate with design team to design and execute cohesive user experiences through UX research and UX strategy
- Contribute to design systems to progress visual and interaction design
- Validate design concepts via user research, low fidelity designs, high fidelity designs and prototyping
- Lead a team of designers to create wireframes, high fidelity screens, prototypes, and responsive screens while employing user-centric designs and communicating with clients of any changes or updates

Wise — Customer Support Representative

Tampa, FL | October 2020 - January 2022

- Ownership of customer cases in an efficient manner to solve challenges and include follow up to ensure remediation
- Answer customer needs regarding transfers, technical and general customer service inquiries
- Maintain relationships with internal teams to ensure customer resolution
- Adapt to changes in product efficiently to properly communicate it to the customer

OTHER WORK

Clean the World at University of Central Florida | Content Creator

Orlando, FL | August 2019 - December 2019

- Defined goals in conjunction with team members and set timelines to ensure project productivity
- Delegated fundraising, marketing and administrative tasks though social media
- Assisted in raising over \$650, while informing the community about the organization's mission

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EDUCATION

University of Central Florida,

B.S. Business Administration

Marketing
2020

Avocademy

UI/UX Bootcamp
2021

SKILLS

RESEARCH

User Interviews
Usability Testing
Research Synthesis
Contextual Inquiry
Heuristic Evaluation
Competitive Analysis
Empathy Mapping

DESIGN

UX Design
Visual Design
Graphic Design
Information Architecture
Personas
User Flows
Journey Mapping
Agile Design Process
Style Guides
Rapid Prototyping
Wireframes

TOOLKIT

Adobe Creative Suite:
Illustrator
Photoshop
Lightroom
Adobe XD

Prototyping:

Sketch
Invision
Figma
Zeplin

Software Development:
HTML/CSS