

# Diana Pioquinto Perez

Marketing UX 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