# BRENDA
# GONZÁLEZ ORTEGA

Product Designer

## CONTACTO

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🌐 www.brendago.design

## TECHNICAL SKILLS

### UI Design

- Figma & Sketch
- Invision App
- Zeplin
- Adobe Suit

### UX Design

- Design thinking
- User Center Design
- User research
- UX Strategy
- Product definition

### Development

- HTML & CSS
- JavaScript
- ReactJs

## SOFT SKILLS

- Leadership
- Project Management
- Problem solving
- Teamwork
- Creativity
- Communication
- Accountability

## PROFESIONAL EXPERIENCE

### Senior Product Designer

Flink | Nov 2022 - Jul 2023

- Worked on designing the mobile app, adding new features and improving the ux through user testing. I was also part of user research to find new business opportunities.

### Senior Product & UX Designer

Credijusto/Covalto | Jun 2020 - Jun 2022

- Led the design of the banking app, defining and prioritizing user stories that deliver value, organized user testing sessions to test each feature and iterate on them. Additionally, I worked on internal web application designs aimed at loan approval.

### UX/UI Designer consultant at Santander

GFT GROUP | Mar 2019 - Jun 2020

- I worked on the design of the mobile application, specifically on functionalities related to credit card and payments. Also, I contributed by improving the Design System and testing it. Additionally, I led the design of the web application for clients and internal staff to improve the premium support service and increase the number of financial products contracted by clients.

### UX/UI TA

IRONHACK | May 2018 - Mar 2019

- Teach at the ux/ui design bootcamp, and I worked designing and developing landing pages and organizing user research sessions to improve the user experience during the bootcamp.

### UI - Frontend developer

Cervecería Allende | Jan 2018 - May 2018

- I worked designing and developing the internal administration and supply system.

### UX/ UI Designer

Fixter | Jan 2016 - Jan 2018

- I worked designing personalized web and mobile applications for companies and startups, following the Design thinking methodology, from research to prototyping.

## OTHER PROJECTS

**Zendala Insurance**
ZENDA.LA | May 2019

**Internal Social Network**
Concamin | Jan 2018

**Crowdfunding Platform**
Reto Zapopan | Feb 2017

**Digital consultant platform**
Hidalgo State Goverment | Feb 2017

## EDUCATION

**Manos Accelerator Bootcamp**
Manos Accelerator Via Google Launchpad Aug - Sep 2017

**Bachelor's Degree in Economics**
Universidad Autónoma del Estado de Hidalgo
Jul 2011 - Dec 2015