

Maria Cervantes | User Experience/User Interface Designer

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Summary

I'm an experienced industrial designer and mid-level UI/UX designer with the skills to develop projects that incorporate both physical and online interactions. I have a range of skills such as design and product development that make me a valuable team member, soft skills that make me suitable for client facing roles and organisational skills that make me suitable for leadership roles. I have the ability to work with difficult client groups that have complex needs and design interactions that are customised for them. I am passionate about technology's ability to make the world a better place and I have built a flexible skillset that enables me to play a key role in technology development projects (mostly front-end and UX).

Professional Experience

User Experience / User Interface Designer (Development & Operation) simPRO Software. Global Office. Brisbane Australia.

January 2017 - Current

- Create wireframes and prototypes for new features to be implemented in simPRO's main product: Enterprise.
- Develop optimal usability test for the new software features we are implementing constantly.
- Support developers in the Front End (User Interface) implementation to accurately develop top quality software.
- Support implementation of Scrum/Agile processes in the team

Tutor at UQ, course DECO3801 (Design Computing Studio - Build) The University of Queensland

August - November 2016 (Supervisor: Dr. Alex Pudmenzky)

- Promoted students to work following a SCRUM methodology process
- Instructed best practices related with software and web development
- Assisted students during the development of their projects and evaluated the quality of deliverables according to industry standards

Tutor at UQ, course INFS1300 (The Web from the Inside Out - from Geeks to Google & Facebook) The University of Queensland

August - November 2015 and 2016 (Supervisor: Dr. Daniel Angus)

- Promoted students to develop research skills and engaged with them through demonstrations and workshops related with the topics covered during the lectures

In-Store Brand Marketing Display Coordinator (Marketing Division) LG Electronics Mexico

July 2010 - January 2014

- Gained knowledge of retail industries and brand communication while working with almost all the categories at LG Mexico.
- Supported other teams inside the Marketing Division (such as digital and trade marketing). Worked closely with members from other areas (such as Sales and Supply chain) which gave me an overall understanding of how to work with each area efficiently.
- Supported sale goals of our strategic clients. Negotiated with them regarding our optimal floor allocation and increasing coverage each year,

- Reported directly to our Marketing Division and to the Business Directors of each category. Overseas, I reported to LG North America and LG Headquarters at South Korea.

Cohendi Projects Design Agency (*Cohendi Projectos*)- Junior Designer

June 2009 – July 2010

- Worked closely with our client's Visual Merchandising teams to fulfil their In-Store requirements and needs.

Advertising On Rails Advertising Agency - (Publicidad Sobre Rieles) - Design Chief

March 2008 – June 2009

- Created (with collaboration of Arq. Omar Sayeg) the whole project blueprints for Outdoor advertising spaces placed at the Suburban Train stations.

In/situm (Leading Innovation Consultancy) - Trainee

August 2007 – January 2008

- Supporting tasks for ethnographic research projects (shadowing, user testing, interviews, workshops, focus groups)

Academic Experience

Master of Interaction Design (2014 - 2016)

School of Information Technology and Electrical Engineering

The University of Queensland (Brisbane, Australia)

- Dean's Commendations for Academic Excellence (UQ, Australia, 2015)
- ITEE Grant for [DIS 2016](#) Participation (UQ, Australia, 2016)
- FIDERH Sponsorship, Bank of Mexico (Mexico, 2014-2016)

Academic Paper (Accepted at the conference *Designing Interactive Systems DIS2016*)

Cervantes, M., Ramani, R., Worthy, P., Weigel, J., Viller, S., & Matthews, B. (2016). [Could the inherent nature of the Internet of Things inhibit person-to-person connection?](#) Proceedings of the 2016 ACM Conference Companion Publication on Designing Interactive Systems - DIS '16 Companion. DOI:10.1145/2908805.2909418

Thesis 'Participatory Design Process with People Living with Memory Loss (Dementia)'

March 2015 - November 2015 (Supervisor: Dr. Benjamin Matthews)

BS. of Industrial Design (2002-2007)

Monterrey Institute of Technology and Higher Education (Mexico City, Mexico)

Faculty of Engineering and Architecture

- Diploma of Cultural Development, Telmex Foundation Scholarship

Skills

Languages (Certifications)

English: TOEFL iBT 107(2015)

Portuguese: Celpe-Bras

Intermediate (2010)

Spanish: (Native Speaker)

UX - Front End Skills (Full Proficiency): HTML5, CSS, Foundation 6, Balsamiq, Axure, Proto.io, UXPin, Justinmind, Invision, Adobe XD, Photoshop, Illustrator, Ethnographic Research, Usability Evaluation

UX - Front End Skills (Intermediate Proficiency): Python 3, Javascript, PHP (CodeIgniter), Wordpress, Arduino, Photon,

Other Management & Organizational Skills: Project Management, Coordination, Budget Planning, Stakeholder Management, Client Consultation, Client Liaison, SCRUM Master, Agile Methodology, SCRUM Methodology

Referees available upon request.