

## **Maria Cervantes | User Experience / User Interface Designer**

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Portfolio: [mayicervantes.com](http://mayicervantes.com)

### **Summary**

I'm an experienced UI/UX Designer with a background in Industrial Design. I have worked with Agile/Scrum methodologies, product development through iterations, information architecture, user journeys, prototyping, usability testing and look & feel evaluations. I am used to following the development process through Jira, Confluence and Bitbucket. I have 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 can 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 skill set that enables me to play a key role in technology development projects.

### **Professional Experience**

#### **User Experience / User Interface Designer (Development & Operations)**

simPRO Software. Global Office. Brisbane Australia.

*January 2017 - May 2020*

UI/UX Designer for the main projects and bigger features implemented in simPRO's star product: Enterprise.

- Worked closely with the Product Owner and Business Analyst and conceptualised viable solutions for the larger features we implemented
- Collected user's feedback to formulate user-centric solutions
- Developed user flows, wireframes, prototypes and all documentation Developers and QA testers needed for a successful implementation
- Formulated usability test plans for key features implemented by my team
- Redesigned the full revamp of the eForms App for mobile/tablet users

#### **Tutor at UQ, course DECO3801 (Design Computing Studio - Build) and (The Web from the Inside Out - from Geeks to Google & Facebook)**

The University of Queensland

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

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

- Instructed best practices related with software and web development
- Promoted students to develop research skills through demonstrations and workshops related with the topics covered during the lectures

#### **In-Store Display National Coordinator (Marketing Division)**

LG Electronics Mexico

*July 2010 – January 2014*

- Industrial Design related role: Managed and supervised production and installation of in-store display with different clients around the country. Daily activities included budget planning, production forecast, client negotiation, coordination between providers and staff in POS
- Reported directly to our Marketing Director and to the Business Directors of each category. Overseas. I reported to LG North America and LG Headquarters at South Korea

- Supported other teams inside the Marketing Division (such as digital and trade marketing) for product releases and promotions. 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

### **Junior Designer**

Cohendi Projects Design Agency (*Cohendi Projectos*)

June 2009 – July 2010

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

### **Design Chief**

Advertising On Rails Advertising Agency - (Publicidad Sobre Rieles)

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

### **Trainee**

In/situm (Leading Innovation Consultancy)

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)**

The University of Queensland (Brisbane, Australia)

- Dean's Commendations for Academic Excellence (UQ, Australia, 2015)
- ITEE Grant for the [DIS 2016](#) Conference Participation (UQ, Australia, 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)

### **Skills**

**UI/UX - Related Skills:** HTML5, CSS, Invision, Axure, Figma, Justinmind, Adobe Cloud (XD, Photoshop, Illustrator). Ethnographic Research, Remote User-Testing, Guerilla Testing, Usability Evaluation and Look & Feel Evaluation

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

### **Languages (Certifications)**

English: TOEFL iBT 107(2015)

Spanish: (Native Speaker)

Portuguese: Celpe-Bras

Intermediate(2010)