

PORTFOLIO

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EDUCATION

2022 UX/UI Bootcamp

Ironhack (English version) / Barcelona.

2018 Minor: Design Thinking

Management Development Program (PDD)

EAE Business School / Barcelona.

2006 Degree in Design Business Administration.

Nueva Esparta University / Caracas.

SKILLS

- Research
- Analysis Capacity
- Problem Solving
- Active Listening
- Design Thinking
- User-Centered Design
- HTML / CSS
- Wireframing
- User Flow
- Prototyping
- Figma
- Adobe Illustrator
- Adobe Photoshop
- Usability Testing
- A/B Testing
- Google Analytics
- Hotjar

COURSES

- Web Project Management
- Web Interface Design
- HTML5 & CSS3
- Word Press

LANGUAGES

- Native Spanish
- English B2

Kok Lima Perez

PRODUCT SPECIALIST - PRODUCT DESIGNER - UX/UI DESIGNER

Experience in UX/UI for digital products with skills to identify business opportunities through analysis. Strong communication skills, proactive attitude, attention to detail, and teamwork. Proficient in tools and methodologies to enhance product quality and project outcomes.

EXPERIENCE

Product Designer / Uphint / Jan 2023 - Dec 2023

- Product Designer specializing UX/UI. Heuristic analysis, developed UI Kits, competitor analysis, market research and benchmarking, user research, information architecture, created prototypes, conducted usability testing, and MVP. Scrum methodology.
- Principals add features: Desktop app MVP, and Multi-user MVP.
- UX/UI design for landing pages, optimizing them through A/B testing and Google Analytics, including event creation.

UX/UI Designer / Freelance / Sept 2021 - Jan 2023

- UX/UI design for landing pages and apps for Group68 Advertising Agency and multiple startups, incorporating user research, competitor analysis, information architecture, prototyping, usability testing, and MVP development using Scrum methodology.

UX/UI Designer & Senior Graphic Designer / Balnes Europe S.L. / Jun 2019 - Aug 2021

- UX/UI design for landing pages and e-commerce, focused on increasing conversions through methods such as A/B testing, competitor analysis, and market research.
- Designing and crafting content for social media, email marketing, advertising, and online marketplaces to drive growth in followers and conversions.
- Designing packaging and 3D stands for international food industry exhibitions, including ANUGA 2019 (Germany) and HOST 2019 (Italy).

Senior Graphic Designer / Freelance / Jun 2019 - Mar 2018

- UX/UI design of websites, image design for social media, packaging, logos and gigantographies for brands in Panama and Spain.

Senior Graphic Designer / Sterling Cooper BCN / Jan 2017 - Feb 2018

- Graphic Design, UX/UI Design of apps for startups achieving the introduction of this service in the agency.
- Creative direction and execution of events for luxury brands such as: Aramark, Belvedere Vodka, G'Vine, La Quintinye Vermouth Royal, Ramón Bilbao, Servihabitat, Veuve Clicquot, managing to carry out simultaneous events in Spain.