



ALEJANDRA GRANDON

UX/UI Designer

Edinburgh, UK

alejandragrandonz@gmail.com

+44 7729 758 540

www.alejandragrandon.com

From a career in art and cultural production/management, I have moved into the design and digital world. I graduated with an MFA in Design Informatics from Edinburgh University and I have gained experience working in UX research and design in several projects (web, web app, mobile). I feel confident investigating the needs of users and businesses, implementing insights in the design, developing and testing high fidelity prototypes, and learning new skills and tools.

EDUCATION

2018 - UNIVERSITY OF EDINBURGH

Master of Fine Arts in Design Informatics

Worked alongside developers to create digital services and products. My relevant courses and grades are Human-Computer Interaction: 89%, Engaging through Action: Research strategies for people-centred design: 72%, The Human Factor: Working with Users: 64%.

2010 - UNIVERSITY OF CONCEPCION

Bachelor of Fine Arts

WORK EXPERIENCE

PRESENT

WEBSITE DESIGNER

June 2021

Consultant at Soler Dev

Redesigned website for Australian craft beer company. The objective was to improve the website's branding and product description pages. Worked with the founder of the award-winning agency Trama.

PRESENT

Dec 2019

UX DESIGNER

Volunteer at VOLUNTEER EDINBURGH

Leading the design of a volunteer management Web App tool for charity organisations working with a team of international and talented developers. From identifying user needs, defining user journeys and creating lo-fi and hi-fi prototypes my role has been crucial to take this project from an idea to a product. Working on this project I have developed skills with Sketch, Figma, Material UI, and, Atomic Design frameworks.

Apr 2021

Jan 2021

UX DESIGNER

Intern at LEVEL UP

Designed a mobile application that will connect women mentors and mentees. Identified User Stories, Journeys, and Flows. Created Competitor's analysis and created lo-fi and hi-fi prototypes using Figma.

May 2021

Nov 2019

WEBSITE DESIGNER

Volunteer at HUMANITY UPLIFTING PEOPLE

Designed, built, and maintained a WordPress website. Helped with business strategy identifying organisation's value propositions, which insights were incorporated into the website. A Google Ad grant was awarded to the organisation thanks to the website's quality. Consecutively, created the ad campaigns and ads for different events and organisation's objectives. Managed the Google analytics and, created monthly and weekly reports.

Aug 2017

May 2017

USER RESEARCHER AND DESIGNER

Intern at Co & Co

Conducted research gathering and analysing user requirements for a web platform including Interviews, User/Usability Testing, Interpretation of Test results. Also contributed to the UX Design, creating user Personas based on data, User Stories, User/Customer Journeys, User Journey mapping.

SKILLS

Basic

HTML, CSS, Bootstrap

Intermediate

Illustrator, Figma, Sketch, Adobe XD, Analytics, Google Ads, Google Analytics, WordPress, Visual Design.

Advanced

Photoshop, Interaction Design, Invision, Wireframing, Rapid prototyping, Prototyping.