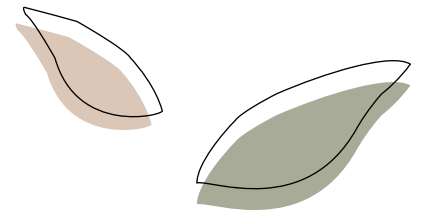


Veronica Diaz



PORTFOLIO

veronicamdiaz.com

Arden- The National Wellness Institute asked to create a native app that was modern to help users track their well-being.

The Friendly Neighbor- In this project, we were given a user persona and told to create an editorial page based on the user's pains and needs

EXPERIENCE

Exclaimer, Solutions Engineer— Miami

August 2022 - Present

- Talk with clients and engineers to assess implementation needs and to determine system requirements.
- Build and present custom demos of Exclaimer's products to clients
- Working closely with the Product to review prospects' requirements and influence the roadmap.
- Providing up to date technical knowledge of how our products are built and operate.
- Technical product knowledge is critical, must also be commercially minded and client centric in everything you do
- Maintaining high technical of Exclaimer's products and ensuring this knowledge is communicated to the sales teams.

Kazmos, UX/UI Designer— Miami

November 2021 - October 2022

- Competitive research on the company's competitors.
- Meeting with stakeholders to validate essential steps.
- Create new reusable components for the website alongside a brand guide on using the colors, logos, and elements to create a consistent theme along with the website.
- Work in agile sprints to develop a design in 2-week sprints with time to test and move forward, adding to the fidelity until we reach our "final" product.
- Use of Figma to prototype, wireframe, and present handoffs to developers.
- Use of Figma to properly show specific animations to developers.
- Knowledge of FigJam to sketch.

Freelance, UX/UI Designer— Miami

October 2021 - August 2022

- Working hands-on with different companies on products desired for their business growth
- Manage the research and design operations.
- Work directly with the company presenting the deliverables to the stakeholders.
- Use of Auto-Layout in Figma to create a responsive website easily.
- Prototyping in Figma to properly create an animation through the website.
- Creating a design system to help both designers and developers in the handoff process.



Miami, FL

[LinkedIn](#)

[Medium](#)

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EDUCATION

Ironhack, UX/UI Design—Miami

February 2020 - November 2020
Hackshow Winner - 1st

Miami-Dade College, Miami

August 2018 - June 2019

SKILLS

| | |
|--------------------------|-----------------------------|
| Multitasking | Usability |
| Prototype | User Persona |
| User flow | Affinity Diagram |
| Prioritization | Web Design |
| Mockup | Iteration |
| Figma | Teamwork |
| Information Architecture | Interpersonal communication |
| Basic HTML/CSS | Responsibility |
| Collaboration | Initiative |
| User Acceptance Testing | Situational awareness |
| Wireframing | Leadership |
| User Empathy | Concept Sketching |
| Data Analysis | Atomic Design |
| User Researcher | Components |

