

JAVIER PÉREZ R.



UI/UX DESIGNER

STATEMENT

Visually driven design professional with experience in marketing of luxury real estate industry, TV, photography, digital printing. Project experience as a UI/UX designer, collaboratively creating applications from inception to completion. Motivated to help users be the focus and front-of-mind for every product interaction, and proven deliveries all assets in an organized workflow. Consistently upgrading skills through self-learning and personal projects, as well as intensive coursework.

CONTACT

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WORK EXPERIENCE

SKILLS

May 2016 - Dec 2021 **MARKETING, PHOTOGRAPHY AND DESIGN COORDINATOR**
Punta Pacifica Realty - Panama

- Developed the exclusive branding both for the national and international campaigns that increased customer base through brand recognition. This helped positioned the company as the #1 international real estate in Panama.
- Designed company's identity by coordinating and generating concepts and designs for fairs (print & digital). This increased the brand awareness and brought a broader national audience.
- Photographed apartments and exclusive places and edited them with Lightroom, providing premium marketing for all of our properties on a global level.

Jan 2014 - Apr 2016 **TV PROMOTIONS ASSISTANT**
FETV Channel 5 - Panama

- Created TV promos, including pre-production, production, post-production phases in addition to videos and bumpers for clients. This contributed with keeping our clients constantly promoting themselves in the channel.
- Collaborated with broadcasters and narrated some segments for a children's program called Cool Zone. Which make the program more dynamic by adding a new narrator voice
- Designed print publicity for newspapers to promote TV shows. Which helped with the brand awareness of the channel with our audience.

Nov 2014 - Jun 2015 **FREELANCE GRAPHIC DESIGNER**
JVLAT - Panama

- Developed branding inside the workplace by designing digital publicity that would make all departments integrate with each other.
- Designed a logo used for internal marketing purposes of the company to make co-workers identify with the company's mission and vision.
- Contributed designing weekly newsletter for the employees, using Photoshop. This newsletter was used to communicate any new information and give recognition to the outstanding co-workers depending on their project.

<script> PREMIERE
VISUAL STUDIO CODE
HTML/CSS LIGHTROOM
ILLUSTRATOR PHOTOSHOP
& AFTER EFFECTS *</script>*

WORK EXPERIENCE

- Mar 2012 - Apr 2013 **PRE-PRESS ASSISTANT**
Speed Ink S.A. - Panama
- Prepared different types of art, design, presentation cards, manuals and magazines for printing in digital and offset Which made the whole production more efficient and quicker overall.
 - Designed art for companies using Adobe Suite and delivered them on time. This helped kept the actual clients and get new ones.
 - Proposed new ideas to improve productivity depending on the work to be printed. Which made the company consider new processes when printing new works.

PROJECT EXPERIENCE

- January 2023 **WORKPAL APP - Project Manager, UX/UI Designer**
Vancouver, British Columbia, Canada
- WorkPal is the assistant for small businesses and start-ups that helps them keep track of discussions and essential information in meetings and assign tasks to the team.
- Lead and manage a team of developers and designers to reach our goal of developing a responsive app in three months. Which led to succeed while developing the app during the time frame available.
 - Contributed with the design process, from userflow, user stories, personas and wireframes, to low, mid and high-fidelity mockups. It helped us get a better understanding of our main users and their behaviour.
 - Designed the brand and the presentation using Adobe Suite used by the industry in general.

- September 2022 **TIE-IN APP - UX/UI Designer**
Vancouver, British Columbia, Canada
- Tie-in is a website platform where businesses can support projects created by students and where students can work on new ideas proposed by businesses.
- Designed the userflow, the user interviews and the user personas from the business side of the project. It led us to actually identify the two types of users we should direct this app to.
 - Proposed the main color palette used for the overall project and helped designing the component library, with the UI kit, such as icons. This adapted our app visually to the type of users it was directed to.
 - Helped designing the social media assets, the presentation and the project proposal using InDesign. It contributed with the brand awareness.

- April 2022 **NANNIES FOR U APP - UX/UI Designer**
Vancouver, British Columbia, Canada
- Guide parents to find the best nannies nearby to take care of their children, which helps them improve their lifestyle on a daily basis.
- Designed the logo and chose the main color palette for the project used to give a brand identity to the app.
 - Designed the presentation, from the first, to the final version, which led us have a clearer understanding.
 - Organized the final presentation which made it more appealing for our audience and easy to understand.

EDUCATION

- 2022 to date **WEB AND MOBILE DESIGN & DEVELOPMENT**
Post-Degree
Langara College - Vancouver, British Columbia, Canada
- 2015 - 2016 **MARKETING & PUBLICITY WITH EMPHASIS IN CREATIVITY**
Master's Degree
Universidad Latina de Panama - Panama City, Panama
- 2010 - 2013 **DIGITAL ANIMATION**
Bachelor
Universidad Latina de Panama - Panama City, Panama

CERTIFICATIONS

- Jan 2016 **BROADCASTING LICENSE**
License ASEP
Panama

