PORTFOLIO

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UX/UI DESIGNER

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ABOUT ME:

Hi, my name is Karla and I'm an UX/UI designer,
I have more than 8 years of experience including front-end
development, testing and customer support.

My greatest achievements have been in the improvement,
optimization and renovation of platforms and websites.

Customer service has characterized me in my career.

I am passionate about the connectivity between the user
and digital interfaces.

WHAT I LIKE ABOUT MY JOB

The interactivity between the user and the
graphics, the creative process, the research,
finding the main objectives in a project.

WHAT I SEE IN MY FUTURE

Learning is one of my favorite things to do,
I would like to be part of a team where I can
grow as a professional, collaborate, develop my
curious ability to discover new technologies and
grow as a UX/UI designer.

INDEX

The following projects are evidence of my work throughout my professional career:

COMPANIES WHERE I HAVE COLLABORATED IN DESIGN AND DEVELOPMENT PROJECTS:

Softtek®

GE

Southwest

SCHUTZ
INDUSTRIAL LUBRICANTS & SPECIALTIES

Rotoplas.
más y mejor agua

HECORT

01

CAAP

Mobile and desktop application

> ### ROLE/ACTIVITIES:
> Research, UX Design, UI Design, Prototyping and Testing.

> ### SOFTWARE:
> Figma, Pencil, Illustrator and Photoshop.

OVERVIEW:
The CAAP training application was created with two main objectives:
1. Training the new employees in charge of perfoming the 2020 census around the country.
2. Teaching the main topics related to the mexican population and census.

It was developed without a style guide and the launch of the application is nearing completion.

PROBLEM:
The interface lacks unification, organization and composition of the elements in its design, impoverishing the flow of interaction by the user.

GOAL:
Redesign the interface of the training application, improving its usability with the limited time left. Allowing users to intuitively access the multimedia material created for their study.

TARGET AUDIENCE:
There are 2 types of users:
1. **Instructors. They know the app since it was created and got used to the updates. They use the app before the students. They create the material and they use the app as guide to teach every lesson.**
2. **New teacher or student.** Who is on training to perform the census for the first time or a new hired teacher. They have difficulties in understanding the interface because they have no previous experience using it.

DESIGN SOLUTIONS:
*   Homologate the design and create an styleguide (creating icons, buttons and proposing colors)
*   All is operable and understandable.
*   Implement a logical sense in the organization of the elements.

The minimum viable product needs a product with elements that are easy to understant with the use of icons, colors, hierarchy and fonts. With the minimum effort for the user to learn and memorize the interface, following the interface previously developed as a guide for the first national launch.

METHODOLOGY

DESIGN THINKING

05

TEST
Find opportunity areas and perform tests

04

PROTOTYPE
Producing a demo product with the solutions implemented

03

IDEATE
Propose solutions, generate a variety of ideas

02

DEFINE
Identifying the problem, making hypotheses, proposing solutions and defining needs

01

EMPATHIZE
Understanding the needs of the users involved in the product that we are developing

02

E-LEARNING SOFTWARE

E-learning Software Redesign ....

> ### ROLE/ACTIVITIES:
> **Research, UX Design, UI Design, Prototyping and Testing.**

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> Figma, Pencil, Illustrator & Photoshop.
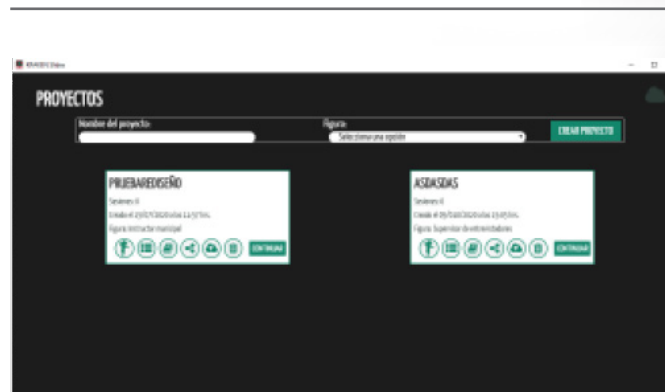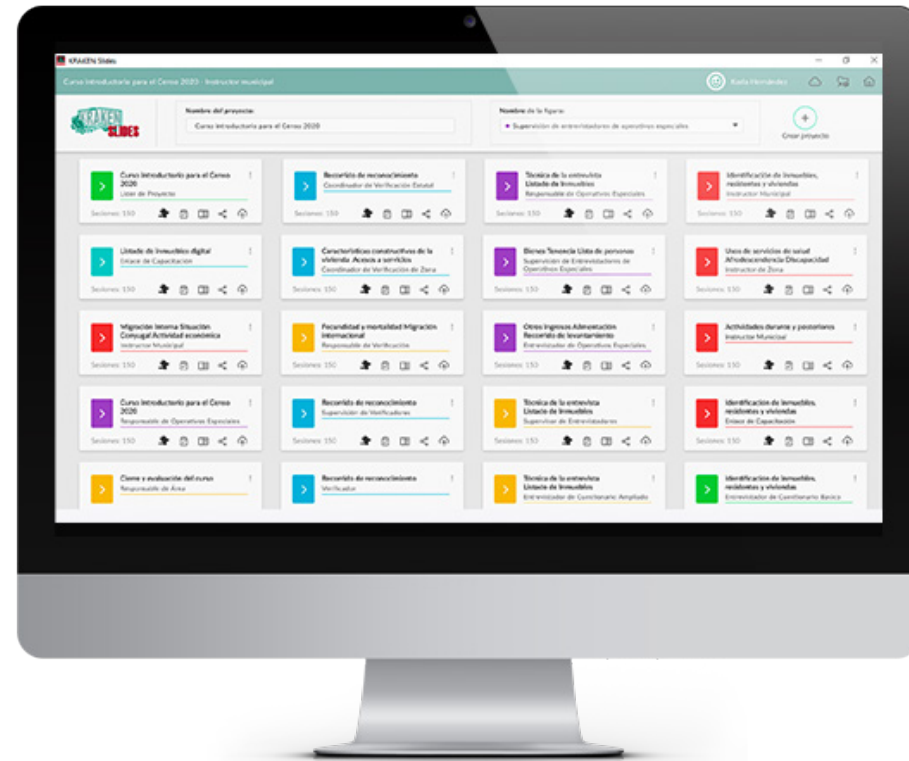
OVERVIEW:
This app started with a simple basis and with no designer in the team, as requirements grew most elements were not properly designed. I structured and categorized each module in order to be identified; also, each module has quick icons so each project could be exported or shared with other team members.
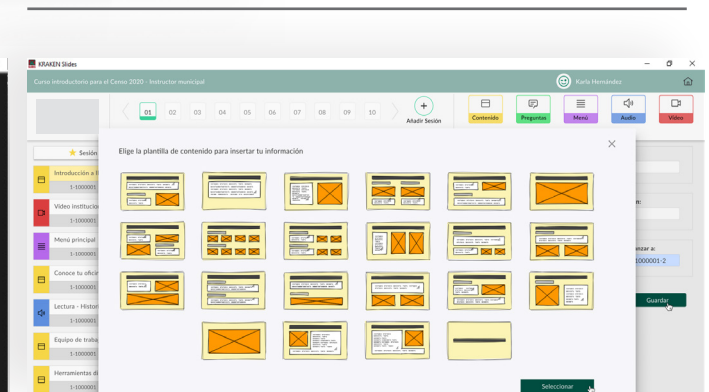
PROBLEM:
Initially the base application was created and grew to include many tools whose position and organization within the interface was not defined.

GOAL:
Organize and visually classify the app elements using the desktop view space effectively. Display the different contents using icons that demonstrate the structure of the template before create it.

Old application design.

Redesign.

Form window after choosing the desired content template.

Selection menu to add sessions with the available content to choose from.

Options available for each project created.

Icons showing the different templates for inserting content with questions.

03

REAL ESTATE CAPTURE

Capture Sofware

> **ROLE/ACTIVITIES:**
> Research, UX Design, UI Design, Prototyping and Testing.

> **SOFTWARE:**
> Figma, Pencil, Illustrator & Photoshop.

OVERVIEW:

This process were made by hand before this software were created, my team developed this project so the employees around the country could insert all information with easiness and all the data could be captured more quickly into the database.

PROBLEM:

This process must be transferred to a digital medium and without losing the structure of the current form to insert the information.

GOAL:

Keep the fields marked on the old survey.
Integrate a design for the modules to find the information faster.
Create a style for buttons, tables and texts.
Design a digital survey easy to use.

CAPTURADOR PARA EL LISTADO DE INMUEBLES

| Inicio | Reporte | Transferir | Salir |

CONSECUTIVO DEL INMUEBLE	TIPO DE INMUEBLE	DOMICILIO DEL INMUEBLE	DATOS DE APOYO	IDENTIFICACIÓN DE INMUEBLES		IDENTIFICACIÓN DE RESIDENTES		IDENTIFICACIÓN DE VIVIENDAS	CLASE DE VIVIENDA	RESULTADO DE LA VISITA				FOLIOS	TOTAL DE CUESTIONARIOS
001	01	Av. Héroe de Nacozari Sur	Cerca de un Oxxo. Por segundo anillo Sur.	001	1500	1 SÍ	3 NO	1 VIVIENDA PARTICULAR	01	1 1A	2 2A	3 3A	4 SUP.	1234567890 FOLIO DE LA ETIQUETA QR	01
		2301 NÚM. EXT.		NÚM. INT.	01 NIVEL O PISO									12345678 FOLIO DEL CUESTIONARIO O DE LA INVITACIÓN QR	

🔔 **HAY CAMPOS SIN LLENAR** X

GUARDAR

CONSECUTIVO DEL INMUEBLE	TIPO DE INMUEBLE	DOMICILIO DEL INMUEBLE	DATOS DE APOYO	IDENTIFICACIÓN DE INMUEBLES	IDENTIFICACIÓN DE RESIDENTES	IDENTIFICACIÓN DE VIVIENDAS	CLASE DE VIVIENDA	RESULTADO DE LA VISITA				FOLIOS	TOTAL DE CUESTIONARIOS		
01	01	Av. Héroe de Nacozari Sur / 2301	Cerca de un Oxxo. Por segundo anillo Sur.	001 / 1500 01	1	1	01	1	2	3	4	1234567890 / 12345678	01	BORRAR	CÓDIGO QR
01	01	Av. Héroe de Nacozari Sur / 2301	Cerca de un Oxxo. Por segundo anillo Sur.	001 / 1500 01	1	1	01	1	2	3	4	1234567890 / 12345678	01	BORRAR	CÓDIGO QR
01	01	Av. Héroe de Nacozari Sur / 2301	Cerca de un Oxxo. Por segundo anillo Sur.	001 / 1500 01	1	1	01	1	2	3	4	1234567890 / 12345678	01	BORRAR	CÓDIGO QR
01	01	Av. Héroe de Nacozari Sur / 2301	Cerca de un Oxxo. Por segundo anillo Sur.	001 / 1500 01	1	1	01	1	2	3	4	1234567890 / 12345678	01	BORRAR	CÓDIGO QR
01	01	Av. Héroe de Nacozari Sur / 2301	Cerca de un Oxxo. Por segundo anillo Sur.	001 / 1500 01	1	1	01	1	2	3	4	1234567890 / 12345678	01	BORRAR	CÓDIGO QR

Survey screen to enter information about the property.

04

COLLATION DATA SUPERVISOR

Supervisor Ealuation Application

> **ROLE/ACTIVITIES:**
> Research, UX Design, UI Design,
> Prototyping and Testing.

> **SOFTWARE:**
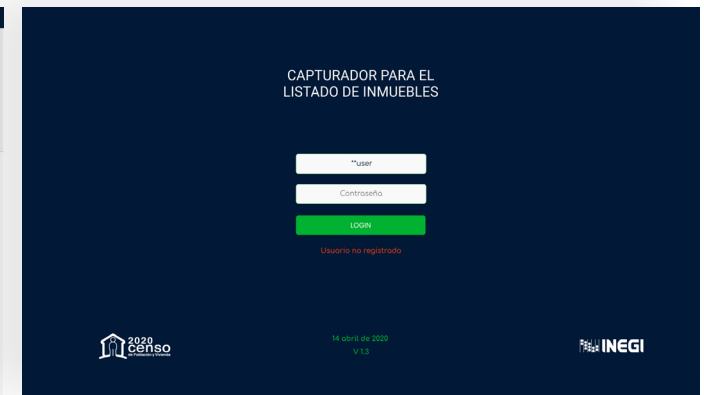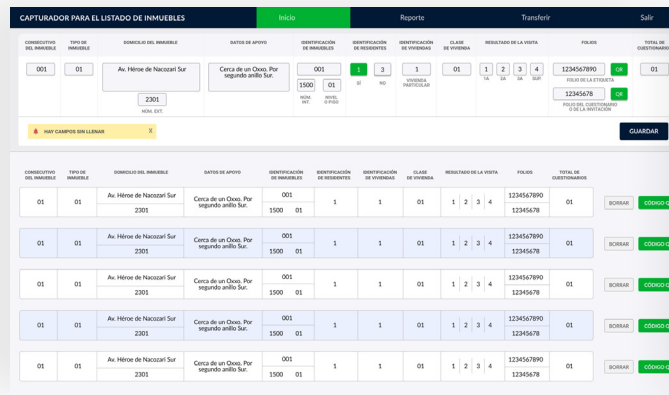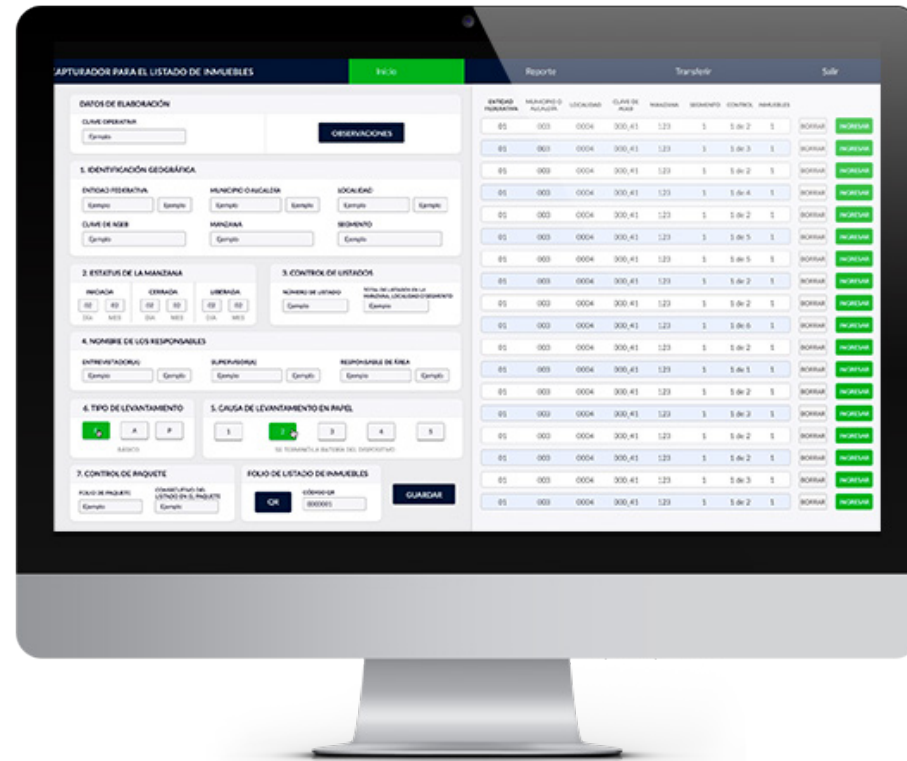> Figma, Pencil, Illustrator & Photoshop.

OVERVIEW:
This app has been developed so that supervisors in charge of interviewers can evaluate and follow up on their work.
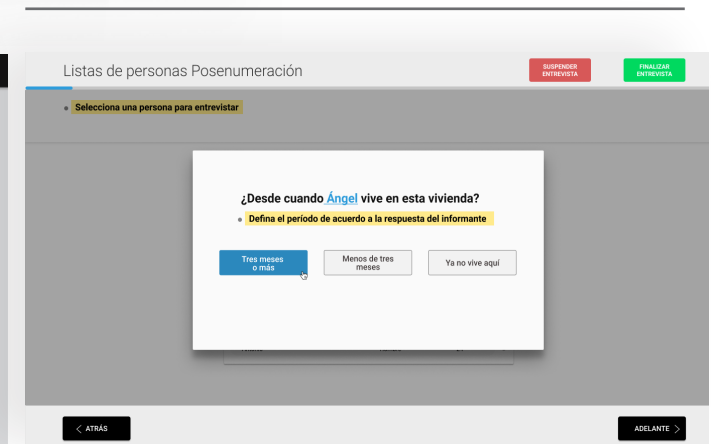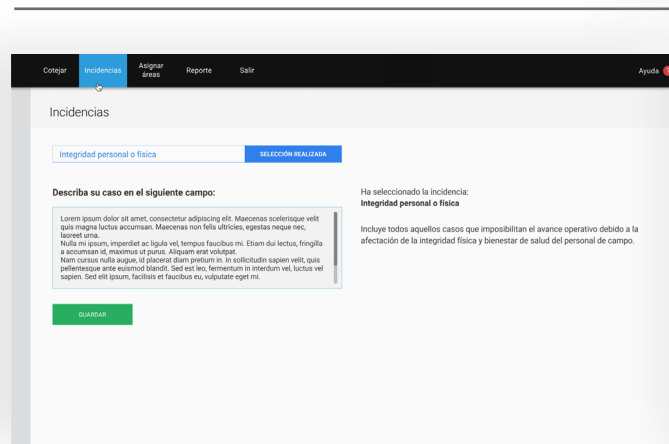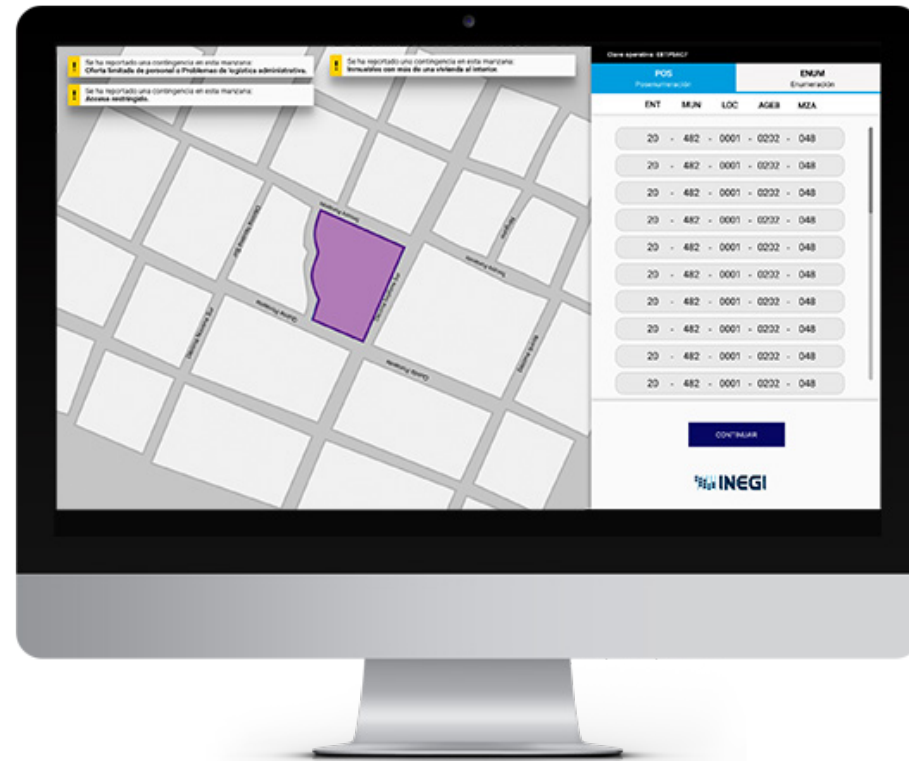
PROBLEM:
Supervisors need a tool to evaluate their employees, which includes fluid interaction steps to evaluate several people in an agile way.

GOAL:
In this platform, the objective is to present the survey in a harmonious way and presenting the elements and modules with a good reading.

Supervisión

De acuerdo en lo observado en campo, **el verificador de cotejo...**

¿Porta credencial?

SÍ　NO

¿Porta chaleco?

SÍ　NO

¿Porta gorra?

SÍ　NO

Aplica el procedimiento correcto para **ubicarse en la manzana correcta:**

SÍ　NO　NO FUE OBSERVADO

Aplica el procedimiento correcto para **ubicar el domicilio a visitar:**

SÍ　NO　NO FUE OBSERVADO

Aplica el procedimiento correcto para **presentarse adecuadamente:**

SÍ　NO　NO FUE OBSERVADO

Aplica el procedimiento correcto para **identificar al informante adecuado:**

SÍ　NO　NO FUE OBSERVADO

¿El Supervisor **observó alguna entrevista?**

SÍ　NO　NO FUE OBSERVADO

¿**Logra empatar el registro de posenumeración en la lista de enumeración**?

SÍ　NO　NO FUE OBSERVADO

El verificador de cotejo, en las siguientes preguntas:

- Al preguntar por cada una de las personas (NOMBRE, HOMBRE/MUJER DE __ AÑOS) es la misma persona que (NOMBRE, HOMBRE/MUJER DE __ AÑOS)?

APLICA CONFORME AL PROCEDIMIENTO　NO LEE TEXTUAL　ACLARA MAL　NO HACE SONDEO　INDUCE RESPUESTA

- Por favor, dígame, ¿hay alguna otra persona que vive aquí pero no se encuentra en la lista que le mencioné?

APLICA CONFORME AL PROCEDIMIENTO　NO LEE TEXTUAL　ACLARA MAL　NO HACE SONDEO　INDUCE RESPUESTA

- ¿Hay alguna otra persona que el 2 de marzo de 2020 vivía en esta vivienda (cuando contestaron en el censo) y ya no vive aquí?

APLICA CONFORME AL PROCEDIMIENTO　NO LEE TEXTUAL　ACLARA MAL　NO HACE SONDEO　INDUCE RESPUESTA

SIGUIENTE

Survey extract to show the evaluation of a supervisor.