



# Annette Padilla

+1 954 314 2206

contact@uxploredesign.com

[www.uxploredesign.com](http://www.uxploredesign.com)

Bringing ideas to life with UX Design. Skilled in UX with a business background and a focus on user centric design, to craft apps and websites that help businesses connect with their target audience. A collaborative team player with a fine eye for detail, trends, and patterns.

## SKILLS AND TOOLS

- User Centric Design
- Information Architecture
- User Research
- Wireframing
- Prototyping
- Figma
- Adobe XD
- HTML
- CSS
- Javascript

## DESIGN WORK

### Responsive Website Creation | UX Designer | UXplore Design & Media

- Conducted research to gain insights on target users
- Coded a responsive portfolio site using HTML, CSS, and Javascript

### Impact app | UX Designer | UXplore Design & Media

- Conducted research via surveys, interviews, and usability tests to gain insights into user needs and feelings
- Conceptualized a gamified environmental action app to provide an easy and fun way for people to take environmental action
- Created a design system and designed the app from end to end

### Swell app | UX Designer | UXplore Design & Media

- Conducted user research via surveys, interviews, competitor analysis, and usability testing to gain insights into user needs, feelings, and pain points with current weather apps
- Created a design system and style guide
- Designed from end to end to give watersports users waves and weather in real - time

## WORK EXPERIENCE

### Content Specialist | UXplore Design & Media

April 2015 - Present

- Created, Edited and Managed digital content from concept to sale
- Researched target audience every month to find needs, interests, and trending topics
- Conducted surveys with customers and clients for feedback

## PROFESSIONAL CERTIFICATION

- **UX Design** | Career Foundry

December 2022 - April 2024