

# Maria Alejandra Tellez Rodriguez

User Experience Engineer | UI/UX Designer | Front End Web Developer

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## Profile Summary

I am a User Experience engineer with over 8 years of experience, skilled in collaborating with cross-functional teams, including product owners, developers, and stakeholders, to design and implement impactful digital products. My expertise lies in applying research methodologies such as user interviews, competitive benchmarking, and data analysis to inform design decisions. I excel in crafting user stories, journey maps, MVPs, and interactive prototypes using tools like Figma, ensuring clear communication of design concepts and interactions. My focus is on enhancing user experiences, addressing user needs, and aligning with business objectives to deliver effective and innovative solutions.

## Areas of Expertise

**Professional Skills**    Design Thinking | Strategic Planning | Data Analysis | Prototype | User Research | Journey Maps | Benchmarks | A/B Test | SEO | SEA | MVP

**Technical Skills**    Angular | React | TypeScript | HTML5 | CSS3 | Sass | JavaScript | Node.js | Gulp | Github | Azure DevOps | WordPress | Google AdWords | Tableau | Google Search Console | Google Analytics 4 | Trends  
Figma | Adobe XD | Adobe Suite (Illustrator, Photoshop, InDesign)

**Soft Skills**    Communication | Collaboration | Attention to Detail | User Advocacy | Problem solving

## Experience

Senior UI Software Developer | UX Designer

Kantar (Jul 2023 – Present)

- Collaboration with Product and Engineering Teams
  - **Outcome:** Facilitated seamless cross-functional collaboration, ensuring 100% on-time delivery of features aligned with business requirements and technical constraints.
  - **Impact:** Enhanced system performance by implementing design adjustments informed by QA feedback, achieving a 10% increase in platform reliability.
- Research Methods and User Behavior Analysis
  - **Outcome:** Provide solutions based on user data analysis, uncovering critical pain points that informed high-priority design changes and delivered data-driven recommendations to stakeholders, leading to the approval and implementation of user-centric design strategies.
  - **Impact:** Improved decision-making processes by providing clear, actionable insights backed by research.
- Interactive Prototypes in Figma and UI Library
  - **Outcome:** Created interactive prototypes that reduced iteration cycles by 30%, enabling faster go-to-market timelines.
  - **Impact:** Enhanced stakeholder alignment and developer clarity, resulting in smoother handoffs and improved feature adoption.
- UI support in the area of front-end web development
  - **Outcome:** Lead the visual design aspects Angular framework, JavaScript, Typescript, HTML5, Sass and CSS, ensuring that design solutions align with the brand's identity.
  - **Impact:** Engage the audience effectively and keep the User Interface patterns solutions and feedback to improve the visualization of the collected data supported by through the application performance analysis, MVPs, user personas definition and customer journey.

UI Software Developer | UX Designer

Kantar (Jan 2022 – Jun 2023)

- UX/UI and Front-End for Advertising Insights Platform
  - **Outcome:** Successfully improved user satisfaction scores for LATAM and US solutions through redesigned interfaces and front-end optimization.
  - **Impact:** Streamlined workflows led to a reduction in time spent on feature analysis for cross-functional teams.
- Interactive Prototypes in Figma and UI Library
  - **Outcome:** Created and presented interactive prototypes that reduced iteration cycles, enabling faster go-to-market timelines.
  - **Impact:** Enhanced stakeholder alignment and developer clarity, resulting in smoother handoffs and improved feature adoption.
- UI front-end development Support
  - **Outcome:** Lead the visual design aspects Angular framework, JavaScript, Typescript, HTML5, Sass and CSS, ensuring that design solutions align with the brand's identity.
  - **Impact:** Look for site consistency of the User Interface patterns solutions and feedback to improve the visualization of the collected data supported by through the application performance analysis and user personas definition.

Multimedia Engineer | Front End Developer | UX UI Designer | SEO

DANE (Jan 2019 - Dec 2021)

- Structure, Design, Maintenance of DANE Geoportals, and Data Systematization in Oracle
  - **Outcome:** Designed, developed, and maintained the DANE Geoportals and data dashboards templates in React, JavaScript, HTML5, Sass, and CSS using GitHub repositories, improving system reliability by 30% and ensuring seamless data access through optimized Oracle-driven web service requests.
  - **Impact:** Enhanced system scalability and efficiency, reducing query response times by 25% and increasing overall user satisfaction with faster, more reliable data delivery.
- SEO and UX Improvements via Google Search Console and Analytics
  - **Outcome:** Analyzed metrics to identify and implement SEO and UX improvements, increasing organic traffic by 60% and reducing bounce rates by 80%.
  - **Impact:** Boosted search engine visibility and user retention through data-driven enhancements to content and system prototypes.

SEM Specialist

Clones y Perifericos (Nov 2020 - Dec 2021)

- Digital Strategy for SEA and SMO and Brand Positioning
  - **Outcome:** Developed and executed SEA and SMO strategies that boosted website traffic by 40% and increased social media engagement by 15%, driving significant retail sales growth for Clones y Perifericos.
  - **Impact:** Positioned the company as a leading provider of high-end computers for gamers, architects, digital artists, and engineers, strengthening brand visibility and forging key alliances with industry leaders such as NVIDIA, Kingston, Cooler Master, and Corsair.

Lead UX/UI Web Designer - **Blacksip** - Mar 2017 - Nov 2018

Junior Web Designer - **Stefanini** - Jun 2016 - Mar 2017

Training - **Bizagi** - Apr 2016 - Jun 2016

## Education

Master in Digital Marketing

EAN University

June 2019 - June 2021

Graduation - August 27, 2021

Marketing Management  
Specialist

EAN University

June 2019 - Oct 2020

Graduation - September 25, 2021

Multimedia Engineer

UMNG

June 2011 - December 2015

Graduation March 2016

Primary and Secondary  
School

San Bartolome la Merced School

June 1994 - June 2011

Graduation June 2011

## Languages

Spanish

Native

English

C1 Advanced

French

Basic Intermediate A2

## Certifications

**Design and User Experience**

[Data-Driven Design:](#)

[Quantitative Research for UX](#)

[IxDF AI for Designers](#)

[User Research – Methods and Best Practices](#)

[Design Thinking: The Ultimate Guide](#)

**Development**

[JavaScript - The Complete Guide 2023](#)

[Understanding TypeScript - 2023](#)

[React Native - The Practical Guide](#)

[React - The Complete Guide \(incl Hooks, React Router, Redux\)](#)

[Angular - The Complete Guide 2022](#)