



Alejandra Avilés

UX / UI Designer with great experience in Visual Arts and Web Design

Sonora, México, 1989

Based in Barcelona

@Alecamp

Since 2014 · Web Designer (freelance)

Alecamp (alecamp.com) is my personal project as Web Designer. Since 2014 I've been creating content focus websites. My clients are creative individuals, artists, editors and architects. I take care of the integral process of creating web pages. I cover the process from UX/UI design to html and css-sass code writing for each website.

UX/UI Design, Sketch, html, sass, Middleman, Github.

@Campo de relámpagos

Since 2016 · Web Designer (freelance)

Campo de Relámpagos (campoderelampagos.org) stands as one of the main online magazines dedicated to Art Critique and analysis of Cultural productions from Spain and Latinamerica. I was involved in the foundational identity of the site and continuous improvement of the product. I've cover the process from UX/UI design to html and css-sass code writing of the website.

UX/UI Design, Sketch, html, sass, Squarespace Developer Platform.

@Ethos Laboratorio de Políticas Públicas

2014-15 · Infographics Designer (freelance)

I worked creating attractive infographics in order to share with a broader audience the academic research held by Ethos Laboratory of Public Politics (ethos.mx). I worked on the visual communication of papers related to Soft Power, Subjective Wellbeing, Think-Thanks, Peace in Mexico and Social Innovation.

Sketch, Adobe Illustrator.

@Johnson & Johnson

2013 · Infographics Designer (freelance)

As part of the World Cup visit in Mexico, I was hired to design 14 infographics following the specifications of the FIFA graphic identity manual. The goal was to share the health benefits of Johnson & Johnson products in the welcoming event of the World Cup.

Adobe Illustrator

Portfolio

alecamp.com

Skills

User Needs Research
Usability Testing
Affinity Diagram
Information Architecture
Design Studio
Prototyping
Visual Design
Communication Design
Sketch
Invision
html / sass
Kanban

*Intuitive, Reliable, Focus,
Critical, Sensible, Dedicated*

Education

UX/UI Bootcamp

Ironhack Barcelona, SP
Aug - Oct 2018

Sass-Fee Summer Institute of Art

Import Projects, Berlin, DE
Jul 2016

SOMA Contemporary Art Program

Mexico City, MX
Jan 2014 - Jun 2015

Bachelor in Fine Arts

Sonora University, MX
2008-12

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