

# Ana Violeta

## Hernández González

### PORTFOLIO

[anavioleta.es](http://anavioleta.es)

### CONTACT

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### STUDIES

#### Behavioral Specialist

The Behavioral School | 2024 | Spain

#### Master's Degree in Graphic and Web Design

Trazos | 2014 | Spain

#### Bachelor's Degree in Design Business Administration

Nueva Esparta University | 2007 - 2012 | Venezuela

### LANGUAGES

#### First Certificate in English

Cambridge English | 2024 | Spain

#### Spanish

Native

### COURSES AND CERTIFICATIONS

#### Introduction to the Design System with Figma

Domestika | 2022 | Online

#### Web design with Figma: creating effective interfaces

Domestika | 2022 | Online

#### Google dark mode training

Google | 2019 | España - Madrid

#### Interface design with Sketch

Domestika | 2018 | Online

### TOOLS

- Figma
- Sketch
- InVision
- Zeplin
- Illustrator
- Photoshop
- HTML5 y CCS3

### COLLABORATION

- Communicative
- Focused on continuous improvement
- Flexible
- Initiative
- Agile methodologies
- Team work

### SPECIALISATIONS

#### Design

- UI design
- Design system
- User interface
- High fidelity prototyping
- Product design
- Responsive design
- Mobile app design
- Accessible design

#### Behavioral

- Behavioral Mapping
- Heuristic Evaluation
- Psychological principles
- Behavioural frameworks

#### Prototyping

- Interactive prototypes
- Low fidelity prototypes
- Rapid prototyping
- User flow
- Task flow

#### Research

- Visual design
- Usability
- Test A/B

## Specialist in UI y Behavioral design

### Senior UI and Behavioral designer

August 2018 - Actual | Spain

ALTEN - CLIENTE UNIDAD EDITORIAL

- Design of user-centred interfaces for some of Spain's leading digital media such as Marca, El Mundo, Telva and Expansión, applied to web and mobile applications.
- Attractive, functional and intuitive visual designs to improve the interaction between the user and the platform.
- Application of behavioural principles, ensuring that design decisions encourage user engagement and retention, optimising the user experience on news and content platforms.

### Senior UX/UI designer

March 2016 - May 2018 | Spain

LE GUIDE NOIR

- Design of visually attractive and functional user-focused experiences.
- Front-end development ensuring that interfaces are efficient, responsive and aligned with the platform's objectives.
- Ensure seamless user interaction to optimise the use of social media performance analysis functionalities.

### Web and graphic designer

March 2015 - March 2016 | Spain

COLOURS

- Design of visually appealing and user-friendly interfaces for various digital campaigns and projects.
- Focus on the user experience, ensuring that every interface contributes to improving conversion and the impact of marketing strategies.
- Collaboration with the marketing team ensuring that projects are aligned with campaign objectives.

### Freelance UX/UI and web designer

March 2014 - January 2016 | Venezuela - USA

DELTATECH

- Variety of digital projects in collaboration with clients to offer comprehensive solutions ranging from planning and development of the visual identity, to building a strong and recognisable visual identity in the market.

### UX/UI and web designer

February 2012 - January 2015 | Venezuela

LEGENDSFOT

- Design of customised interfaces that reflect the identity of each client and optimise the user experience on their web platforms.
- Intuitive and engaging web design to facilitate the presentation and purchase of products, working with the development and marketing team to ensure the design supported each client's business objectives.