

Alma Estrada

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WORK EXPERIENCE

Content Design | Copywriting, YesLiberia

October 2023 - Current

B2C

Canva

- I joined as a content writer and graphic designer for YesLiberia
- My responsibilities include creating engaging copy for YesLiberia's social media posts and creating digital and print designs for YesLiberia's marketing materials
- I learned Buffer, YesLiberia's social media scheduler of choice, in 2 days to hit the ground running with posting content on it's social media channels

UX Design | Content Design | Copywriting, SeiBella Waxbar

Seasonal - 3 months

B2C

Figma

- Joined as SeiBella's copywriter and designer for its homepage redesign that resulted in a **271% increase in engagement** in just one month after releasing new copy
- New copy and design helped to **decrease** homepage bounce rate by **31% in just one month**
- Helped **increase** homepage visits by **268% in just one month**

UX Designer, ForwardEdgeAI

Jan 2022 - Apr 2022

Gabriel™ Crypto

Cryptocurrency • Mobile

Figma

JIRA

ClickUp

- Collaborated with the UX Design Lead/Strategist in conducting a **heuristic analysis** that helped to spot **design deficiencies** in the previous UI
- Collaborated with the UX design team to **create screenflow analysis** to find target points in the original design that needed to be improved for the user
- **Designed 4 mockups and lo-fi designs** (light mode UI) with the UX team to be presented to stakeholders and our light mode design style was **approved** for the rest of the app's UI design, thus staying in line with Gabriel's rebranding and new logo design
- **Optimized UX writing:** copy I created for the app's spam call list feature was used in the launch of the redesign, **Safelist and Blocklist**, which resulted in **removing outdated lexicon** to cater to Gabriel's diverse users worldwide

UX/UI Designer, U.S. Census Bureau

Apr 2022 - Sept 2022

B2C • Insurance

Axure

Figma

Prototyping

- Developed a functional prototype for the Census Bureau's EMMA safety flow mobile page using Axure, **meeting a 1--week deadline to learn and complete the project.**
- Designed mockups of supervisor screen for EMMA's desktop site, enhancing user experience and facilitating efficient workflow

SKILLS

- Copywriting
- Wireframing
- Sketching
- Prototyping
- User research
- UX writing
- Communication skills
- Curiosity
- Teachable
- Open-minded
- Empathetic

Tools

- Figma
- Axure
- Marvel
- Miro

Languages

- English
- Spanish

EDUCATION

Uxcel Certificates:

- Common Design Patterns
- UI Components I: Basic
- Wireframing
- Design Terminology
- UX Design Foundations

North Park University

Bachelor of Arts Digital Marketing

FEATURES

DesignRush Magazine

Nov 13, 2023

🔗 [***13 Best Purple App Designs That Exhibit the Color's Royal Status***](#)