

SELENE DOMINGUEZ-DIAZ | UI/UX DESIGNER

designbyselene.com | linkedin.com/in/selenedominguezdiaz | Selene.dominguezdiaz@gmail.com | 956-789-7286

SUMMARY

Innovative Visual Designer with 5+ years of experience transforming ideas into captivating designs that resonate with users and elevate brands. Proficient in Figma, Sketch, and Adobe Creative Cloud (CC), with a proven ability to create visually stunning and user-focused designs across web and mobile platforms. Adept at blending creativity and strategy, bringing a deep understanding of design systems, user experience, and storytelling to craft designs that leave a lasting impact.

EXPERIENCE

Jeo Services LLC

UX/UI Designer & Web Designer | July 2024 - December 2024 | Remote (Contract)

Home Construction and Renovation Services Company

- Boosted company revenue by \$20,000+ by launching a responsive website using Webflow, attracting 100+ website views.
- Designed and developed a highly responsive, user-centered website that significantly enhanced accessibility, reduced bounce rates, and strengthened brand visibility and recognition.
- Achieved a 92% task completion success rate through 3 rounds of usability testing, improving overall usability by 40%.
- Enhanced company's digital presence through collaboration with the founder to align business goals with client needs.

Ada Analytics

UX Designer | June - July 2024 | Remote (Contract)

AI-driven financial bot providing data analytics in cryptocurrency and Web3 technologies

- Achieved 82% positive feedback by designing 4 user flows for an AI-driven financial bot, optimizing key interactions and enhancing user engagement through intuitive design.
- Conducted 5 surveys and 7 interviews, developed 3 personas, and created wireframes and prototypes, improving the overall user experience and reducing drop-off rates through optimized onboarding.
- Collaborated with developers and product managers to deliver responsive, accessible interfaces, enhancing navigation and addressing key pain points for a seamless user experience.

Freelance

Visual Designer | 2021 - Present | Remote (Contract)

Consultant for startups and small and medium-sized businesses

- Delivered tailored, user-centered design solutions for 10 clients, ensuring alignment with specific UX/UI objectives and business goals across diverse industries.
- Produced 50+ wireframes and high-fidelity mockups using Figma, Sketch, and Adobe Creative Cloud, with a focus on enhancing usability, responsive design, and seamless interaction patterns.
- Developed 100+ marketing assets, including graphics, logos, and promotional materials, contributing to significant brand growth and increased visibility for clients.

- Partnered with cross-functional teams and clients to convert complex ideas into visually compelling, user-centered designs, resulting in a 30% boost in user satisfaction.

Purple: Women to Women Massage

UX/UI Designer | July 2024 - Present | Remote (Contract)

Mobile app for in-home massage therapy services

- Designed an intuitive, secure platform tailored for female massage therapists and clients, prioritizing usability, safety, and user trust.
- Developed high-fidelity prototypes in Figma and facilitated usability testing, iterating on designs based on actionable feedback to enhance usability and ensure seamless interaction.
- Conducted 7 interviews and 5 surveys to gather user insights, validating design decisions and ensuring a user-centered experience.
- Refined key app features and workflows based on user research, improving usability and positioning the app for a successful launch.

Lavender Salon

Marketing Manager & Graphic Designer | 2015 - 2023 | Fremont, CA (Full-Time)

High-end spa salon

- Achieved 20% increase in user engagement through improved content layout, information architecture, and usability on the company's website.
- Designed user-centered promotional materials (business cards, flyers, digital content) to boost brand visibility and ensure consistent visual identity across all channels.
- Developed and implemented social media strategies, focusing on user engagement, brand storytelling, and community building through active customer interaction.

EDUCATION

Springboard - UX Design Certification | 2023 - 2024

Academy of Art University - BFA, Graphic Design | 2022

SKILLS

Design Tools: Figma, Sketch, Adobe Creative Cloud, Wix

UX/UI Design: User Research, Wireframing, Prototyping, Usability Testing, User Flows

Web Development Cycle: Concept Development, Design, Implementation

Graphic Design: Branding, Marketing Collateral, Social Media Graphics

Soft Skills: Creative Problem-Solving, Collaboration, Communication, Time Management