

Luz Estefanía Riquelme Miniño

INFO

Nationality

Chilean

RUT

17.188.924-3

Birthday

March 17, 1989

Address

Irarrázabal 1745, d 1111

Portfolio

luzriquelme.com

CONTACT

E-mail

hello@luzriquelme.com

Linkedin

www.linkedin/in/luzriquelme

Mobile

+569 3309 6178

LANGUAGES

Native Spanish

English Advanced

I am a creative, resourceful, and energetic UX/UI designer. For over ten years, I have worked in different design fields such as web development and interaction design, digital user interface and experience, and printed graphic design, for national and international clients.

I am always eager to learn more, as I believe that learning is one of the best methods of keeping your creativity top notch. I love turning complicated problems into simple and intuitive designs. I love writing and sharing knowledge with people who appreciate it.

I'm a problem solver person. I love finding the most suitable solution for a problem. I help people to see further their realities and encourage them to improve things with simple steps and planning. I'm always happy to help with what I do best: design.

How I work

CONCEPTUALIZING

Before starting anything, I take the time to understand the core objectives of your business and what the design is meant to help you achieve. When creating a concept of a new idea, it is essential to start diversifying thoughts to build specific concepts and definitions. I appreciate taking initiatives from an early stage to a final product.

VISUALIZING

Taking problems and working the most appropriate solution. From information architecture and wireframes, to build working prototypes. Prototyping is the best way to understand an idea visually, helps users understand the story that the business wants to tell them.

DESIGNING

I thrive off new challenges allowing me to use all my skills to get the desired outcome. The successful graphic design gets beyond the subjective "looks nice" and enables people to achieve something tangible. I aim to deliver the highest quality products.

Professional Career

2017 - Present **Zissmo (zissmo.com) - Chief Design Officer**

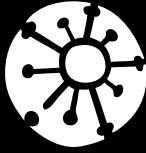
From landing pages and blog templates to an entire online platform. I started working from the idea, from the information architecture, which involves creating the blueprint for the platform making sure is organized and understandable, to the front-end web layouts development and mobile app.

2017 - Present **OrangeLab Chile (oranglab.cl) - Chief Design Officer**

Digital design, branding, digital marketing. At OrangeLab, we develop creative solutions to generate an impact on your customers. We are a multidisciplinary team with a head full of fresh ideas. We offer an integral solution: logo design and corporate identity, web design, advertising, guidance on digital marketing, and online advertising.

2015 - 2017 **Loyaltycorp Australia - Senior UX/UI Designer**

I built the design area in this company. When I started working here, there was an idea of what design was. I constructed from the corporate identity of this company to the website as well as multiple platforms that they offer to different clients.



SKILLS

Design Thinking
Web Design
Interaction Design
User interface (UI)
User experience (UX)
Information architecture (AI)
Wireframing
Prototyping
HTML and CSS
Branding
Print and editorial
Photography
Project Management
Scrum Master
Agile Methodologies

DESIGN TOOLS

Adobe Illustrator
Adobe Photoshop
Adobe Indesign
Invision
Axure
Sketch

GENERAL TOOLS

HTML5
CSS3
Sublime Text
CMS WordPress
Trello
Slack
G-Suite
Mindmeister
Teamgantt
Prezi
Bitbucket
Source Tree
Github
Microsoft Office
MailChimp

Professional Career

- 2013 - 2015 Anticipa - Graphic Designer**
I worked in a variety of software development projects. I started with projects that were just an idea to the complete developed end. To projects that were working for a long time and there was to rethink all visualization and functionalities and to fix UX issues by improving layouts and schematics.
- 2011 - 2013 San Sebastián University - Web designer**
Websites, mailing, corporate identity.
- 2011 Crossing - Graphic Designer**
Corporate branding, brochure and business cards.
Sproch - Graphic Designer Freelance
Corporate identity, brochure and business cards.
- 2010 Suika! - Front end Designer**
Wireframing and design of interfaces for IOS.
- 2009 Posicionamiento Web - Web Designer Intern**
Re-building websites to improve the search engine optimization (SEO).
Drysoft - Graphic Designer Freelance
Corporate identity, brochure and business cards.
- ## Studies
- 2018** Course User Experience Design, General Assembly.
Course Github Basics, Treehouse.
Course Design Thinking, Treehouse.
Course Scrum Basics, Treehouse.
Course Usability Foundations, Treehouse.
Course Creating User Experiences, Treehouse.
Course UX Design Patterns, Treehouse.
Course Introduction to Product Design, Treehouse.
- 2017** Course SASS Basics, Treehouse.
Course UX Basics, Treehouse.
Course CEO Basics, Treehouse.
- 2016** Course HTML Email design + CSS Selectors, Treehouse.
Course Sketch Basics, Treehouse.
- 2015** Course English Language and IELTS Preparation, Browns Institute.
2014 Certificate Programming in HTML5 + JavaScript + CSS3, Microsoft.
Course General English, Tronwell.
- 2009** Diploma Crossmedia, ARCOS.
2008 Certificate Communication and Culture, ARCOS.
2007 - 2010 Bachelor Degree Graphic Design, ARCOS.
2006 Classic Piano, Academy of Music Diazort.