



VIVIANA GARCIA

ui designer

I'm a multidisciplinary professional who is always searching for new solutions for the digital environment challenges. Innovative and Creative, specialist on designing rewarding digital experiences, focused on the needs of the client and the objectives of the core business. Perceptive and Analytical, expert on building good relationships with the brands. When I think about digital marketing, I think about the perfect combination between design, creativity, and analysis (Always searching for Profits). Leader and Visionary, I have experience lining up the information technologies with the role of the organization to take effective decisions that benefits the company.

Viviana garcia

Check out my website
WWW.VIVIANA.GA

2017 UI Designer Currently, I'm the lead of the Design department of Custom Pro Training. I have been part of the development of the project, giving an innovative corporative identity. I'm in charge of the design of the user interface of Android, iOS, and web app. I work head to head with the programming department stablishing work methodologies and delivery times. Besides, planning and decision making in the marketing department regarding to strategies of social media, management of budget, metrics analysis, and return on investment.

2016 - 2017 Web Designer On PSG Consultants I was in charge of designing and developing websites for various companies in different industries such as food, construction, shipping, among others. As part of the team, we did collaborative working to develop and plan strategies for marketing campaigns, social media, and reports regarding the metrics acquired during the campaign.

2014 - 2015 Jr. Web Designer During this position I obtained experience designing websites using CMS, considering the demands of the digital market and the requirements of the client. A remarkably project to mention is the design of the interface of the mobile app "Pediatria Web", currently available for iOS and Android.

2017 Advanced degree on Top Management.

Universidad Interamericana. Panamá

2016 Master Degree on Business Administration with emphasis on Marketing.

Universidad Interamericana. Panamá

2015 Bachelor of Design Business Administration.

Universidad Nueva Esparta. Venezuela.

2007 Studies on Psychology.

(Until the fourth semester).

Universidad Central de Venezuela.

UI User Interface, Responsive Design

Mobile Design Experience Building User

Interfaces and Prototypes

Familiar with Web Development Steps

Defining Target Analysis, Consumer Behavior

Composing Direct Marketing Communications

Devising Plans and Strategies Marketing

Media Planning Developing, Social Media

Strategy, Budget Management

Content and Marketing Calendars/Timelines

Evaluating the effectiveness of Advertising

Campaigns ROI

Branding Corporate, Printing, Networking.

Profesional Skills

English Language, Intermediate Level.

Certifications Adobe Suite Creative.

Figma Interface Design Tool.

Development with CMS - E-Commerce.

Scrum Methodology.

Knowledge in HTML5 CSS3 Bootstrap.

Contact me: ✉ creative@viviana.ga ☎ +507 6547-8970. **in** vaivigarcia.
If you're a Tea lover like me, I recommend you to visit my blog www.cuppaforlife.blog.

Panamá City, Panamá