Renata Vásquez
Interaction Designer

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Hello! I'm Renata, an interaction designer by profession and design lover by heart. I believe in simple, energetic and effective design as a means to bring technology closer to all people and all places.

Work Experience

Product Designer / Experis Chile

MAY 2022 - PRESENT / FULL-TIME, REMOTE, CHILE

My current role focuses on the continuous improvement of the user experience of the Bci Lider Card application through the integration of the QR payment feature, that by managing stakeholders requirements, conducting user research and actively contributing with the development team.

Previously i worked as UI Designer in charge of the design system development in Figma, prototyping, design documentation and developers handoff for the same iniciative.

UX/UI Designer / Redcomercio S.A

AUG 2020 - MAY 2022 / FULL TIME, HYBRID, CHILE

I redesigned a factoring platform that allows the payment in advance of invoices and other financial documents. In charge of the design of both the administration platform with its different areas (executive, managerial, risk and collections) as well as the Onboarding platform for new clients.

At the same time i was part of the redesign and improvement for a SaaS focused on parking management and POS devices administration. Also in charge of the design of the mobile app for parking payment with credit card in its Android and iOS versions.

UI/UX Designer / Ripe NCC

JUNE 2020 - NOV 2020 / FREELANCE, REMOTE, NETHERLANDS

I colaborated in the design team in charge of designing RIPE Labs the social network for RIPE NCC. Contributed in all the UX research process, branding and brand image development, multiplatform web design of the product, and supervising the platform implementation.

Project Manager / Coworlabs

FEB 2023 - PRESENT / FREELANCE, REMOTE, CHILE

In charge of the management and work planning of the development team and stakeholders communication for the development of a responsive web platform based on the optimization of Gantt sheets for industrial projects..

Education

Digital Product Management

Certificate - Nuclio Digital School

MAR 2024 - JULY 2024, BARCELONA

Digital Interaction Design

Degree - Universidad del Desarrollo

MAR 2017 - DEC 2021, SANTIAGO

Skills

Design: Product Discovery • Roadmap planification and design process strategy • Human centered design methodologies • Information architecture • User flows • Low and high fidelity wireframing • Design system development • UI Motion Graphics

Prototyping: Advanced prototyping in Figma • Rapid prototyping in Marvel and Invision • Html and CSS basic prototyping.

Research: Qualitative and quantitative data compilation and analysis • Usability test • Persona and hypothesis validation • A/B Testing Experiments • User communication soft skills • Interview mediation

Collaboration: Communicative • Workshop organizer • Flexible and adaptable • Feedback oriented • Proactive and self taught • Agile scrum work methodologies.

Tools

Figma • Marvel • Invision • Adobe Suite • Sketch • Zeroheight • Maze • Hotjar • Userberry • Optimal Workshop • Medallia • Salesforce • Powerbi