Maria Fernanda Ranfla Iniestra

UX/UI Designer

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UX Designer specializing in UI and creating enjoyable experiences through consistent design. Experienced in sales, using customer management background to identify user needs and tailoring goal-oriented solutions. Capable of applying every phase of the design thinking process, from user research to product launch. Committed to collaborating within multidisciplinary teams and effectively communicating her ideas.

Skills

User Research, User Personas, User Flows and Sitemaps, Wireframing, Information Architecture, Journey Mapping, User Testing, Prototyping, Responsive Design, Visual Design.

Tools

Microsoft Office, Figma, Marvel, Miro, Canva, Adobe Illustrator, Adobe Photoshop, Adobe InDesign

Design Experience

StudySphere | responsive web app to enhance user's learning experience   UI Case Study

- Applied the user-centred design process and the mobile-first approach to design a web application for students to connect online, improving their learning experiences.
- Developed user stories and flows to identify the steps to be completed by users to reach a goal through the app.
- Created through a mood board method a style guide, creating custom UI elements and icons conveying a consistent brand style.
- Designed low-, mid-, and high-fidelity prototypes applying the principles of composition and visual design; adjusted the designs for tablet and desktop breakpoints.

Glowell | responsive web app for users to reach their health goals   UX Case Study

- Applied the user-centred design process and the mobile-first approach to design a web application for users to maintain a healthy lifestyle.
- Defined user needs and goals through qualitative user interviews to develop two user personas and create user journeys, user flows and stories to visualize the user path through the app.
- Designed low, mid and high-fidelity mobile-first design wireframes and conducted moderated in-person/remote usability and preference tests to measure and improve the usability of the web app.
- Created a high-fidelity prototype by applying UI design and accessibility principles and style guide after usability testing.

Professional Experience

ACTs37 Design Agency, London, Remote
Sales and Marketing Executive

April 2021 — June 2022

- Developed and implemented sales and marketing strategies by creating and sending 45 cold emails per month, improving email campaign response rate by approximately 5% through content optimisation and analysis.

- Improve sales and customer acquisition process by creating standardised processes: forms for identifying potential customers and scripts for telephone customer support, acquiring a new customer in 6 months.

- Proposed and developed content for a potential newsletter marketing campaign to increase conversion rate and brand awareness.

Alaby for HP Enterprise (HPE), Mexico City
Account Manager

August 2014 — June 2018

- Created and managed contracts (credit or leasing), constantly monitoring the status of our sales funnel through HPE's own CRM, exceeding contract processing and management KPIs by up to 10%.

- Collaborated with the global account manager and the customer delivery specialists to improve the CRM and the process of approving the leasing and credit contracts, reducing financial processing time by up to 15% and increasing customer satisfaction.

- Improved response time by up to 40% by working with the partner management team to streamline the contracting process, maintaining constant communication of operational status to customers, and becoming the first point of contact for advice on our products.

Education

Bachelor in Sciences of Communication,
Universidad La Salle, Mexico City

August 2010 — August 2014

Licenses & Certifications

UI for UX Designers, CareerFoundry, January 2024 — March 2024

UX Design Certification , CareerFoundry, Online, March 2023 — January 2024

Digital Media and Marketing Strategies, Illinois at Urbana-Champaign University, , Coursera Inc., June 2022 — June 2022

Languages

Spanish (native)

English (professional)

German (professional)