



## Better design, better experiences.

Hi, I'm Mari, UX UI designer specialize in banking design. I believe in working directly with the end-user from the beginning, to create solutions that are genuinely desirable, feasible and viable for the business and the users. In practice, this means a lot of experiments, prototypes, stakeholder interviews and understanding of some banking terms like PSD2, GDPR and SEPA.

Some of the companies I've worked with are ING Bank, BNP Paribas, Bank Santander, Allianz, Bankia, Aena, Amadeus, Inditex and Fundación Telefónica.

I'm passionate about building & designing digital experiences with the combination of business, marketing and development. I strive to create simple, original and impactful user experiences.

Over 6 years of my career, my portfolio includes user interface design, user experience research, illustration, art and creative campaigns.

As a designer and junior front end developer, I understand the perfect user interface should look good and work even better. I uncover problems and solve them. In short, I create better online experiences.



**Mariaucris Pirela**

UX / UI Designer

### Portfolio

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#### Cases UX

[www.mariaucris.com](http://www.mariaucris.com)

#### Visual Projects

[behance.net/mariaucris](https://behance.net/mariaucris)

#### Animations

[dribbble.com/mariaucris](https://dribbble.com/mariaucris)

#### Illustrations

[instagram.com/mariaucris](https://instagram.com/mariaucris)

### Experience

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#### 4 years CX / UX / UI Design

Mobile apps

Product Design

Research

#### 6 years Digital content

Web design

Creative publicity

Creative graphic design



## Degree

**2012 - 2015** Degree in Art  
mention Graphic Design - UNICA  
Catholic University Cecilio Acosta  
Maracaibo - Venezuela

## Masters

**2020 - Currently** UOC University  
Universitat Oberta de Catalunya  
Master UX & Interaction Design  
Madrid - Spain

**2018** Azpe School  
Basic Programming HTML, CSS, JAVA, PHP.  
Madrid - Spain

**2018 - 2016** Aula Creativa  
Web Dev / Html5 / CSS  
Advertising Creativity / Art Direction  
Madrid - Spain

## Courses

**2019 - 2019** Interaction Design Foundation

- Mobile First UX Design Strategy
- UI Design Patterns
- User Experience Design
- User Research

Currently

**2019 -2020** INESEM

- Usability and Accessibility web

## Trainings

**2020** After Effects Motion Graphics  
Domestika - Online

**2018** Development Techniques html5, css  
Domestika - Online

**2018** Responsive Web Development  
Domestika - Online

**2018** WordPress advanced  
Domestika - Online

**2015** Microentrepreneurs Venezuela  
Bank Banesco

**2014** Future Ahead  
English Seminar CVAZ

## Professional career / 6 years of experience

### Course Lecturer UX UI - Superior School CEV

**2020 / Currently** cev.com

Teach UX UI design on a module for Higher Technician in Development of Multiplatform Applications (online). Introduction to Heuristic Evaluations, User personas, Adobe XD, Wireframes and prototype.

**Tools and Deliverables:** Adobe XD, Research, Prototypes, Wireframes.  
Madrid - Spain

### Scrum Master / UX UI Designer - Coverwallet Aon

**2020 / Currently** coverwallet.com

Collaborated in an agile, cross-functional team to design an innovative feature by conducting market research, designing user-centered solutions and building clickable prototypes.

**Tools and Deliverables:** Abstract, Sketch, Principle, Invision, Premiere Pro, Agile, Jira.  
Madrid - Spain

### Scrum Master / CX UX UI Designer - ING Bank

**2018 / 2020** (2 years) ing.es

Conceptualization and development of transactional banking platform. Prototypes high and low fidelity. Interaction design with the user-centered approach CX. Direct collaboration with Front, UX, research and business teams. Native and responsive development for iOS and Android. Animation for interactions. Design System approach.

**Tools and Deliverables:** Zeplin, Sketch, Principle, Invision, After effects, Agile, Jira, Wireframes, Reports, Tests, Userzoom, Confluence, Storybooks and biabs.  
Madrid - Spain

### UX UI Designer - Collaborativeperks

**2017 / 2018** (1 year) collaborativeperks.com

Creation of collaborative platforms (intranets) for employees, mainly for banks and insurance. Communication with the development team to validate design specs. Identify and solve UX problems within a small and multidisciplinary team. Develop UI components for RWD platforms.

**Tools and Deliverables:** Zeplin, Sketch, Flinto, Invision, After effects, Marvel, Craft.  
Madrid - Spain

### UI Designer - Grouptavel

**2017** Freelancer (7 months) grouptavel.com

Development of UI assets for the commercial web. Responsive platform.  
Madrid - Spain

### Graphic Designer - QueHappy

**2016 / 2017** (1 year) quehappy.com

Madrid - Spain

### Founder Graphic Designer - Proactive Design

**2013 / 2015** (2 years) instagram.com/dproactivo

Maracaibo - Venezuela