



## 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, Amadeus, Inditex and First Abu Dhabi Bank.

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

**2023** Design Thinking Mashreq Bank

**2021** UX UI Deliverables Nielsen Norman Group - London

**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

## Professional career / 7 years of experience

### UX UI Designer - Mashreq Bank

**2021 / Currently** mashreq.com

Dubai - United Arab Emirates

### 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

### UX UI - Synechron - First Abu Dhabi Bank

**2021 / 2021** (8 months) synechron.com - bankfab.com

Responsibility for creating and delivering design artefacts; this includes helping lead initial design discovery and workshops. Contribute to FAB growing design system while remaining brand aligned and consistent, and ensuring we can deliver at pace and elevate design to a more strategic place within the organisation.

**Tools and Deliverables:** Figma, Wireframes, Design System, Zeplin, Notion.

Dubai - United Arab Emirates

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

**2020 / 2021** (6 months) 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 / 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.

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 - Grouptravel

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

Development of UI assets for the commercial web. Responsive platform.

Madrid - Spain

### Graphic Designer - QueHappy

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

Madrid - Spain



# Designing & implementing pixel-perfect design systems

**Role**  
**UX / UI Designer**

Financial transactional platform development.

**Client**  
ING Bank / Spain & Netherlands

**Work Team**  
UX and UI Designers, Research team, IT and Development, Business Analyst, Product Owners, Agile Coach, CJE Customer Journey Expertise.

**More information...**



## Deliverables

- Creating User Stories
- Prototyping.
- Review html demos development.
- Component documentation.
- Creation and maintenance of the system design.
- Scrum master, team management.
- Creation of animated micro-interactions.
- Animation system creation.

## Tools

- Userzoom
- Axure
- Principle
- HTML
- CSS
- Zeplin
- Sketch
- W3C
- Invision
- Tests
- Keynote
- RWD
- Photoshop
- Visual Studio
- After Effects
- Jira Atlassian
- Confluence
- Metodología Agile
- Kanban



# Prototyping & building new user experiences

Role

**UX / UI Designer**

Collaborative Platform Development for employees. App carpooling

Client

BNP Paribas / France

Work Team

Translators, Designers, IT and Development, Stakeholders.

**More information...**

## Deliverables

- Low and high fidelity prototyping.
- Scope definition (Features)
- Information architecture and sitemap development.
- Application and development of brands in different digital formats for prior launch.
- Communication between end customer, translators, account manager and developers.
- Benchmark and market study in the intranet sector.

## Tools

- HTML
- CSS
- Zeplin
- Sketch
- W3C
- Invision
- Tests
- RWD
- Photoshop
- Brackets
- After Effects
- Flinto
- Kanban





**IBK**  
A different bank

## About the project

### Digital experiences

IBK is digital bank. A different bank.

Traditional banking services has a new generation, some activities that were only available to customers when physically inside of a bank branch now are possible in a digital way. Now you can make any transaction and be inform without going out from your house with IBK bank.

- Money Deposits
- Withdrawals, and Transfers
- Checking/Saving Account Management
- Applying for Financial Products and onboarding
- Loan Management
- Bill Pay



## Getting into a bank's user journey...

Role  
**UX / UI Designer**

Fintech concept for a personal project to develop bank knowledge.

Project  
IBK Bank

Concept

IBK Bank is a digital bank providing financial services and products mainly for young people.

IBK bank provide an easy and usable way to operate despite having little knowledge of the banking world.

The objective of this project is to transmit banking knowledge such as UX and UI in an unknown brand so that creativity is not affected by possible technical capabilities.

The idea is to maintain the Customer centric approach in mind, know better the user and how times and needs change.

## Deliverables

- Scope definition (Features)
- Definition of users and creation of segmented profiles.
- Definition of key journeys for the product and main processes.
- Creation and identification of "pains and gains" in main processes.
- Design of proposals to test and validate functionalities. (Research / Test Period)
- Creation of wireframes and prototypes
- Creation of structure for an atomic design system.



## Value Proposition Canvas



## A visual strategy for a young bank...

Role  
**UX / UI Designer**

Fintech concept for a personal project to develop bank knowledge.

Project  
IBK Bank

**More information...**

## Mobile first Strategy

Responsive web platform + mobile app hybrid

A responsive website and a mobile app share many of the same purposes. They allow users to interact through their mobile phone, so fits perfectly with the digital strategy having in mind mobile first but also provide desktop experiences in order to enhanced the digital experience.



## Herramientas

- Invision
- Photoshop
- Sketch
- Bank of resources: Envato Elements
- Principle
- After Effects
- Miro app
- Notion CRM