

# JULIETH FAJARDO

UX DESIGNER

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## PROFILE

Curious and courageous UX Designer with a background in customer service, management and storytelling. That leverage **conceptual thinking**, research and critical reason to bring a **unique design** perspective on the overall user experience, to design solutions that are intuitive, **human-centered**, accessible and beautiful. And thrive in collaborative spaces and always working towards improving personally and professionally.

## TECHNICAL SKILLS

- User-Centered Design
- User Research
- Design Thinking
- Usability Testing
- Sketching, Wireframing and Prototyping
- Storyboarding
- Sketch+Invision
- Heuristic Analysis
- Figma
- POP
- Photoshop
- Digital Photography
- Video Editing

## SOFT SKILLS

- Tenacious
- Empatic
- Collaborative
- Love of learning
- Humble

## PROJECTS

### IOS app and Website | Cavalier

App for Motorcyclists

[www.juliethfajardo.com/cavalier](http://www.juliethfajardo.com/cavalier)

**Deliverables:** Native IOS app and Web Cavalier

**Roles:** Product Research, UI/UX Design, Brand identity, Photographer

**Software:** Sketch, Photoshop, Invision

### Website and community builder | Rider Inside Stories

Photojournalist space

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

**Deliverables:** Responsive website, portraits

**Roles:** Community builder, UI UX Design, Brand identity, Photographer

**Software:** Sketch, website created on wix, photoshop

### Website and community builder | Project: Athlete Inside

Non-profit Organization for youth

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

**Deliverables:** Responsive website, flyers, fundraiser events, program development

**Roles:** Community builder, UI UX Design, Brand identity, Photographer

**Software:** Sketch, website created on wix, photoshop

## EDUCATION

### BrainStation

Diploma, User Experience Design

Jun 2020, Vancouver, BC

### Istituto Europeo Design

Diploma, Fashion Marketing and Communication

Jun 2008, Barcelona, Spain

### Arturo Tejada Cano

Bachelor, Fashion Design and Marketing

Jun 2007, Bogota, Colombia

## EXPERIENCE

### Co-Founder and UX Designer | Cherry On Tech

July 2020 - Present | Vancouver, BC

- **Created the product concept** and recruited co-founders.
- **Designed** all of the branding, marketing, **user experience**, and visual designs.
- **Conducted research**, creating a information architecture z and content strategy, and designing sketches, flow diagrams, wireframes, and mockups.

### Gap Inc

Banana Republic, General Manger, Apr 2018 - Jan 2020

Gap, Merchasing General Manger, May 2015 - Jun 2017

Old Navy, Operational Manager, Feb 2012 - Nov 2014

- Responsible for helping operate a \$6m volume store including customer service and training and development and finding **creative solutions to problems**.
- Drove the highest KPIs within the district through **training/maintaining** top talent.
- Best email retention in the district, accomplished by **designing and developing** a service protocol for associates. Average transaction of 15% better than other stores.
- Breakdown difficult problems into creative solutions, by looking at **different approaches** and choosing the best fit.
- **Accountable** to stakeholders by **collaboration**, profitability and maintaining the brand.

### Area Sales Manager | Saks Fifth Avenue Off Fifth

Jun 2017 - Apr 2018, Vancouver, BC

- Demonstrated **exceptional team building** capability which ultimately led to maximum financial performance and employee satisfaction, by reducing the turnover by 5% in the first 6 months.
- **Drafted and implemented** associate selling assessment for managers to use as a coaching tool to improve customer service conversion by 10% after the second month of implementation.