# TATIONNA VELEZ

Product Designer

Product Designer focused on improving workflows, information architecture, and research informed digital experiences across web and mobile.

## UI/UX WORK EXPERIENCE

### UI UX Designer, Bizinc, Remote, Dec 2024 - Jan 2026

- Restructured landing page information architecture and designed responsive UI to improve clarity and conversion flow.
- Produced web ready assets and design specs for collaboration with stakeholders across product and marketing, supporting iterative updates and weekly deliverables.

### UI UX Design Intern, Strong Average Apparel, Remote, Jan 2024 - Oct 2024

- Designed end to end user flows and prototypes aligned to research insights and technical constraints.
- Collaborated in critiques and stakeholder reviews to refine information architecture and page structure for clearer navigation and faster user comprehension.

### UI UX Design Intern, SkyIT, Remote, May 2023 - Aug 2023

- Developed interactive wireframes and prototypes in Figma to clearly communicate design intent, strengthening collaboration with developers and stakeholders to meet both technical constraints and user needs.
- Participated in design critiques and cross functional collaboration sessions to align on user needs and business goals, contributing to a more cohesive and focused product vision.

### Freelance Designer, Self Employed, Rialto, Aug 2022 - May 2023

- Designed brand identities and digital ready visual systems (logos, typography, color palettes, marketing assets) to support consistent web and social presence.
- Designed end to end mobile app UX including user flows, wireframes, and prototypes, prioritizing accessibility, clarity, and intuitive navigation.

## GRAPHIC DESIGN WORK EXPERIENCE

### Graphic Designer, CSUSB Department of Academic Success and Undergraduate Advising, San Bernardino, Nov 2022 - May 2024

- Designed digital and print campaign assets aligned with university brand standards, optimizing layouts for clarity, hierarchy, and accessibility.
- Delivered high volume design requests on tight deadlines by partnering with marketing stakeholders and producing web ready graphics using Adobe Creative Suite.

## PERSONAL INFO

Tationna.velez@gmail.com

Tationnavelez.com

Linkedin

(909) 566-9920

## SKILLS & TOOLS

- **Design Software & Tools:** Figma (expert), Adobe Creative Suite (Illustrator, Photoshop, InDesign), Wix
- **Digital Collaboration Platforms**: FigJam, Slack, Miro, Microsoft Teams
- **UI/UX Design**: Prototyping, Information Architecture, Storyboarding, Wire framing, Responsive Design, Interaction Design, Information Architecture
- **User Research:** Conducting User Interviews, Surveys, Usability Testing, Analyzing User Feedback
- **Design Systems & Style Guides**: Creating and Maintaining Design Systems, Developing Style Guides
- **Creative Problem Solving**: Trend Analysis, Empathy, Visual Design
- **Project Management**: Organizing and Prioritizing Tasks, Managing Design Projects
- **Front End Exposure:** Basic HTML/CSS exposure through coursework
- **Graphic Design:** Creating Mockups, Social Media Content, Flyers, Brochures, Invitations, Signage, Large-Format Graphics

## PERSONAL PROJECTS

- HubLink
- Big'O'Donuts

## EDUCATION

- Bachelor of Fine Arts in Design, Concentration in Marketing, California State University San Bernardino, CA,