

# Rosa Elena Tachna®

Im an inquisitive UX/UI Designer with a meticulous and detail-oriented approach to my work, crafting eye-catching solutions that benefit the end users while also keeping the company's objectives in mind.

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## Experience

### ● Freelance Designer

December 2019 - present

#### Clarity

Brand definition and illustrations for a book published by Latin America's leading publisher. UX/UI Design for website; creation of responsive website in online platform.

#### Tuune

UX/UI Design for web app, creation of user-friendly reports, optimisation of design system, implementation of brand and visual design for Investor Decks.

#### Aquarium Seafood

UX/UI Design for website; creation of responsive website in online platform.

#### Smartgas

Redesign and restructuring of their existing app and addition of new features to increase brand loyalty.

### ● Una Health

July 2022 - May 2023 | Berlin, Germany

#### Product Designer

End-to-end design, development, and implementation for app, website, and marketing materials, prioritising accessibility. Copywriting, brand implementation.

### ● Tuune

June 2019 - June 2022 | London, UK

#### UX/UI Designer

Planning and conduction of user research, creation of user-centric web designs, definition and implementation of design systems, optimisation of existing UX and UI, problem solving with engineers.

### ● Cocorose London

May 2019 | London, UK

#### UX Designer

Responsive e-commerce design and IA restructuring for an online footwear brand.

### ● InUse - ReUse

April 2019 | London, UK

#### UX Designer

Mobile app design to enable pallets and wood waste collection and a POS for upcycled furniture from said pallets.

### ● Rockher Fashion Clothes

February 2017 - July 2018 | Guadalajara, Mx

#### Web Designer + Web Manager

UX/UI design for e-commerce, IA optimisation, web content management, project coordination.

## Education

### ● UI Design

2019

Online course by DesignLab

### ● UX Designer Professional

2019 | London, UK

One-line description

### ● Innovation and Design Engineering

2009 - 2014 | Guadalajara, Mx

Bachelor's degree by Universidad Panamericana

## Tools



Figma



Sketch



InVision



UsabilityHub



UserInterviews



Wix



Squarespace



WebFlow



Illustrator



Photoshop

## Technical skills

UX Research | Sketching | Wireframing | High-fidelity mockups | Prototyping | Information architecture | Responsive design | Accessibility design | Design libraries | Content management | User personas | Storyboarding | Affinity diagrams | Customer journey mapping

## Soft skills

DETAIL-ORIENTED

INQUISITIVE

ADAPTABLE

EMPATHETIC

DATA-DRIVEN

COLLEGIAL

ORGANISED

ORDERLY

## Languages



English  
95%



Spanish  
First language

## Interests

