# 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.

# 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 I Berlin, Germany

# Education -

# • UI Design

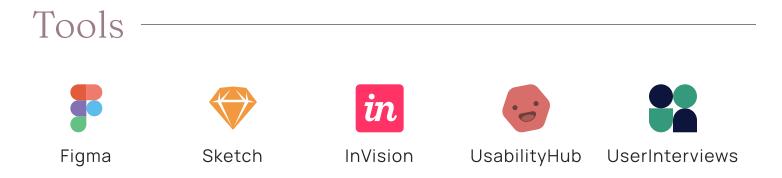
2019 Online course by DesignLab

# • UX Designer Professional

2019 | London, UK One-line description

# Innovation and Design Engineering

2009 - 2014 | Guadalajara, Mx Bachelor's degree by Universidad Panamericana





- in /in/rosaelenatachna
- OO /@rosaelenatachna

#### **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 I 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 I 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,



# 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

