



Resume



Jeanett Sanchez Diaz
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BA in Graphic Design & MD in Industrial Design(Ergonomics) Specializing in visual communication for Internet solutions

Profile

Results-oriented Graphic Designer with 13 years of expertise in Internet design solutions.

Full immersion as a visual communication designer in the whole cycle of development, Acknowledges the importance of effective communication at interactive systems.

Interested in Human Centered Design methods and Usability.

Areas of expertise:

Planning

- Involvement in research and analysis of context of use, and user.
- Participate in defining requirements, structure and navigation of interactive applications

Design

- State visual design goals, principals and standards.
- User interface design (front-end). Provide the overall image of the application,
- Create the visual art: visual layout elements and media through an iterative process.
- Create the specification and templates for implementation

Production

- Coding: CSS, HTML (front-end developer)
- Full integration of visual arts and coding for simple web applications or templates for future integration of higher programming capabilities

Full immersion as a visual communication designer in the whole cycle of development, Acknowledges the importance of effective communication at interactive systems.

Employment history

1998 - December 2010

Interalia Digital

Internet & multimedia solutions

Web Designer Senior

SICCO Sistemas de Información Contable y Administrativa Computarizados

Web designer

April - December 97

Imaxgraphic

Design agency

Graphic designer

1994-1997

Education

MD Industrial Design - Ergonomics

National Autonomous University of Mexico UNAM

Industrial Design School

2001-2003

Specialization: Hypermedia

Autonomous Metropolitan University UAM

1997-1998

Bachelor in Graphic Design

National Autonomous University of Mexico UNAM

Visual Arts School

1990-1994

English proficiency 85%

*Software: Dreamweaver, Fireworks, Flash.
Photoshop, Illustrator, Corel Draw, Premiere*

Professional development

Web 2.0

April 2008
San Francisco, CA.

Design in the XXI century

Richard Buchanan
August 2005
UNAM Mexico

DUX Design for User Experience conferences

San Francisco, CA
june 2003

Design & innovation conferences
Industrial Design school UNAM
May 2003

Marca la Diferencia Conferences

Design and business
March 2003

Cognitive Ergonomics

UNAM Mexico
October 2001

How Design conferences

Atlanta, Georgia
June 2000

Multimedia for the World Wide Web

British Columbia University
Vancouver, Canada
1997

Visual 97 Conference

Speaker
Science school
UNAM Mexico
1997

*Interested in Human Centered Design
methods and Usability.*

Portfolio:

chevrolet.com.mx

Chevrolet

- *Project manager (6 peoples)*
- *Front end development*

m.chevrolet.com.mx

Chevrolet mobile

- *Planning, design and production of the whole mobile web site
For smartphones and first generation cell phones*

granarbol.com/boletotal

Boletotal

- *Project manager (2 peoples)*
- *Comparative analysis*
- *Interaction design, structure and navigation*
- *Graphic user interface design*
- *Front end code (templates for future implementation)*
- *Standards and guidelines for implementation in: boletotal.mx*

galgopreq.info/store

Grupo Galgo

- *Project manager (6 peoples)*
- *Task analysis*
- *Interaction design*
- *Graphic user interface design*
- *Front end code before higher programming capabilities*

granarbol.com/acdelco

ACDelco

- *Graphic user interface*
- *Front end code*

More projects visit: granarbol.com