

SILVIA CHECA

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SILVIACHECA.COM

EXPERIENCE

SKILL SET: PHOTOSHOP / ILLUSTRATOR / INDESIGN / ADOBE MUSE / AXURE / EXCEL / WORD / PPT / KEYNOTE/ CSS/ HTML / WORDPRESS

Excellent visual design skills with sensitivity to user-system interaction + Ability to present designs and sell solutions to various stakeholders + Ability to solve problems creatively and effectively + Up-to-date with the latest UX trends, techniques, and technologies + Experience working in an Agile/Scrum development process + Experience in creating user flows, process flows and site maps + Knowledge of the UI process

>> Lead UX Designer // 2016 TO PRESENT // Objectstream, USA

Responsible to drive UX process for the entire department or organization as a whole.

I'm fortunate to have my hands on every aspect of the product process implementing AGILE methodology for UX. I'm involved in concept meetings and putting together extensive product outlines. I then create wire-frames and clickable prototypes that I present to clients. Once they sign off, I oversee the entire project through completion. This includes wrangling a test group and gathering feedback, iterating on builds, and setting up developer accounts. My day-to-day routine includes everything from refining product concepts and information architecture to account and project management.

Specialties: Experience Strategy, Interaction Design, Information Architecture, Consumer Research, Creative Direction
Mobile web, iPhone/iPad applications, branding, art direction

Expertise: Support successful delivery of user experience with process flows, prototypes and wireframes. Lead development of models and customer-journey maps. Produce videos on workflows and experience. Lead user research and testing activities and deliverables. Collaborate with account managers, developers and other team members

Tools: Photoshop / Illustrator / Indesign / Adobe Muse/ Axure / Excel / Word / PPT / Keynote/ Css/ Html / Wordpress

>> Independent Creative Direction and UX Design // 2013 TO 2016 // Self-Employed, USA

Creative Leader with a strong focus on Brand Building and User Experience Design

Specialties: Highly experienced Art Director and User Experience designer who had worked on a wide variety of design related projects including interfaces for smart TVs, web, and mobile applications.

Clients: Over the years, I've worked with many well-known companies including Coca-Cola, McDonald's, IKEA, HSBC and many more. I've also led the Visual and UX teams at several start-ups to create visually engaging, user-friendly sites and products from the ground up

Tools: Photoshop / Illustrator / Indesign / Dreamweaver / Excel / Word / PPT / Keynote/ Css/ Html / Wordpress / Balsamiq Mockups

>> Creative | Senior Concept Designer // 2012 // IXONOS, CHINA

Ideation and development of innovates creative campaigns, products and market insights concepts at the UXD

Expertise: Integrate advertising and innovative solutions for mobility, social media and digital services. Portfolio not available due to NDA's restrictions, but some of the company's work is here: <http://ixonos.com/showcases/>

Specialties: UX + Mobility Concepts + Social Media + Digital Services Experiences+ Market Insights Concepts + Interaction Design + Visual

Objective: Creates engaging, intelligent and innovative user experiences on multiple devices, channels and platforms

Tools: Photoshop / Illustrator / Indesign / Excel / Word / PPT / Keynote / Balsamiq Mockups

>> Creative | Senior Art Director // 2011-2012 // AlmaDDB, USA

Ideation and development of creative campaigns

Expertise: Integrated Advertising Campaigns + Social Media + Digital + TV Stampboards + Print + Radio

Clients Hispanic Market: McDonald's + Rosetta Stone + PepsiCo

Tools: Photoshop / Illustrator / Indesign / Dreamweaver / Excel / Word / PPT / Keynote

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>> **Instructor** // 2011-2012 // [Miami AdSchool](#), USA

I taught "Idea Presentation" in the second quarter for the first year students. The primary purpose of the course was to develop the skills needed for entry level position in advertising as well as how to present ideas, how to sell them to clients and the fundamentals of InDesign, Keynote or iWeb

Tools: Illustrator / Indesign / Excel / Word / PPT / Keynote

>> **Creative | Art Director** // 2009-2011 // [SCPF-JWT](#), USA

Expertise: Integrated Advertising Campaigns + Visual communication + Collateral Print + Direct Mail + Web + P.O.P + TV Stampboards + Print + Corporate Identity + Political Marketing (Developed creative communication for Partido Revolucionario Institucional (PRI) + General State Elections Mexico 2009 + State Government Elections Mexico 2010 + National Elections Campaign Perú 2010-2011)

Clients Hispanic Market: Coca-Cola + Ikea + HSBC + P&G **Clients General Market:** Macy's + Sabadell United Bank **Clients LATAM** (Mexico, Colombia, Argentina & Brazil): Gas Natural + José Cuervo + Maestro Tequila + Galderma + Scribe + Santander Bank + Sushiiito + New Business Pitches

Tools: Photoshop / Illustrator / Indesign / Dreamweaver / Excel / Word / PPT / Keynote

>> **Creative | Graphic Designer** // 2007-2009 // [Ameriworld Enterprisses](#), USA

Expertise: Assisted in the development of marketing campaigns for Fagor, Jovi, Blufi, Mailonthego.com + Partnered with advertising agencies on the development of promotional materials + Worked on updating web pages + Provided search engine optimization support

Tools: Photoshop / Illustrator / Indesign / Dreamweaver / Excel / Word / PPT / Keynote / Css / Html

EDUCATION

2013-2014 University Cândido Mendes (Brazil). Master's Degree in Marketing (60% completed)

2002-2007 University of Salamanca (Spain). BA in Communications, Advertising and Public Relations

2004-2005 University di Roma La Sapienza (Italy). BA in Communications, Journalism (with Honors)

AWARDS

ANA Multicultural Awards USA, Grand Prize'12 + Shortlist Cannes Young Lions'11, Circulo de Creativos USA + Coca-Cola'09 Marketing Excellence Awards: Best Digital Campaign + 08' First Award Nebrifest Euro RSCG World Wide + 06' Second Award in Creative Strategy, Brainstant Soup Festival. Category: Young Creatives + 06' UPSA Teaching Artwork Assistanship + 04' EU Scholarship Sciences of Communication

MISCELLANEOUS INFORMATION

Green Card Holder + European Passport + Spanish Native + Fluent English&Italian + Independent user in Portuguese + Survival Mandarin + Extensive experience Adobe Programs or other visual design and wire-framing tools + Strong work ethic and teamwork skills + References available upon request