



# YESSICA PEÑA

UX/UI DESIGN

313.333.3427 | UXYESS@GMAIL.COM | YESSICAPENA.COM

Aspiring bourbon connoisseur and UI designer. Pad Thai and interface aficionado. UX/UI Designer with a background in illustration, web, and front-end development. Always aiming to design minimal and intuitive interfaces to enhance amazing experiences. Currently enhancing the future of invehicle infotainment.

## Skills

### UX

User Research  
Contextual Inquiry  
Surveying  
Analysis  
Wireframing  
Prototyping  
Storyboarding

### UI Tools

Axure RP  
Sketch App  
Invision App  
POP App  
Principal App  
Flinto

### Adobe

**Creative Suite**  
Illustrator  
Photoshop  
InDesign

### Web

HTML  
CSS  
Javascript  
jQuery  
Bootstrap  
Email Marketing

### Language

Spanish

## Education

General Assembly  
Chicago, IL  
User Experience Design, 2016

College for Creative Studies, Detroit, MI  
BFA, Illustration, 2012

## Experience

**Visual/Product Designer** | August 2018 – Present

**General Motors - Cadillac Design Systems** | gm.com

- Collaborate closely with team members to craft world-class user experiences across all products and platforms for vehicle features
- Balance user needs, technical constraints, and business objectives to solve problems effectively
- Craft interaction designs, being the champion of usability and user-centered design principles
- Create design deliverables to communicate work including sketches, logic and flow, prototypes, wireframes, high-fidelity mockups, story board, high – end graphics and specifications
- Work with product owners and key stakeholders to brainstorm and identify opportunities, executing them as a flawless part of the overall user experience
- Contribute to the continued evolution of the team’s workflows and processes to further improve quality and performance

**UX Designer** | April 2017 – August 2018

**General Motors - GCCX - Product Enablement** | gm.com

- Developed user interface and experience to meet current and future application requirements
- Rapidly developed working prototypes to communicate design with key stakeholders
- Lead the design of the application user interface, and provide oversight to ensure consistent experience
- Documented user interface design standards, providing examples for software developers to follow
- Collaborated with software developers and participate in user interface reviews to ensure implementation met design standards

**UX/UI Designer** | December 2016 - April 2017

**Asset Health** | assethealth.com

- Defined interaction models, user flows, and UI specifications
- Created and maintained website wireframes, mock-ups, and prototypes consistent with proprietary framework
- Reviewed and audited completed sites for interface and experience
- Worked with development team members to produce interfaces consistent with technology toolsets and standards

**User Experience Design Immersive Program** | generalassemb.ly | July 2016 – September 2016

**Web Designer/ Front-End Developer** | February 2015 - July 2016

**ZipEdTech, LLC** | zipedtech.com

- Designed concepts and layouts for online education courses and webpages
- Built using html, css, and javascript, and deployed on Moodle platform

**Independent Web and Graphic Designer** | July 2013 – February 2015

**RBD Creative** | rbdcreative.com

- Created and maintained websites from wireframe to launch
- Conducted email marketing and monthly newsletters; managed client blogs
- Created graphics for web projects, branding, and print work