

Aranzazu Cordero (she/her/hers)

Results-Driven UX/UI & Visual Designer | Crafting accessible solutions for meaningful user experiences

With 7+ years in the design field and experience in user research and the product design process, I'm committed to create intuitive and accessible digital products. Ready to collaborate and create seamless experiences in a long-term role in Berlin, Germany.

+49 15780743950

aranzazucordero.com

aranzazu.cp@gmail.com

linkedin.com/in/aranzazucordero

Experience

UI/UX Designer | Orange Promotion

05/23 - 01/24 Berlin, Germany Remote

- Created web products that boosted engagement between customers and the brand.
- Ensured a real time experience by presenting prototypes to diverse clients.
- Crafted wireframes as part of a team to improve decision-making using client and marketing data.
- Collaborated cross-functionally with design and marketing teams to successfully position campaigns online.

Visual Designer | Funke Mediengruppe / Berliner Morgenpost (Working Student)

06/19 - 08/22 Berlin, Germany

- Developed visuals for print and online campaigns that enhanced brand recognition.
- Produced design elements for digital products and social media, effectively promoting the newspaper brand to digital audiences.
- Conceptualized and tailored materials using the company's corporate identity guidelines to unify the design language across print and digital platforms.

Media Designer | Webbuilding e.V. (Volunteer)

06/18 - 06/19 Berlin, Germany

- Created presentation designs that represented the organization and successfully secured new sponsors.
- Designed social media branding to communicate results with sponsors and maintain the organization's online presence.
- Engaged in events to foster community and support fundraising efforts for the organization.

Freelancer Designer | ACP

2015 - 2018 Berlin, Germany

- Helped small companies expand their market presence through branding and social media design.
- Conceptualised and built presentations to break down complex themes into clear messages.

Tech Skills

User Interface

Prototyping

Responsive Design

Wireframes & Sketching

Visual Design

User Research

Usability Testing

Design Systems

Information Architecture

Branding Design

Interaction Design

Tools

Figma

Miro

Photoshop

Illustrator

Indesign

Webflow

Airtable

Jira

Soft Skills

Creativity

User advocacy

Critical Thinking

Detail oriented

Continuous learning

Resilience

Collaborative

Intercultural Competence

Adaptability to Tools

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Experience

Industrial-Interior Designer | Toco Madera

11/13 - 02/15 Guadalajara, Mexico

- Designed numerous everyday products tailored to corporate and private clients, following the design process from user research, ideation, prototypes, to iterating based on user feedback.
- Supervised the productions, establishing long-term connections with suppliers and collaborating with internal and external team members.

Languages

English C1

German C1

Spanish Native

Education

- **Master in Medienwissenschaft**, Technische Universität Berlin (Germany, 2022)
- **Bachelor Degree in Industrial Design**, Universidad de Guadalajara (Mexico, 2012)

Hobbies

- Watercolor painting
- Gardening
- Learning Languages