

Let's talk



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[Linkedin](#)

UX Toolset

- Photoshop
- Usability testing
- Github
- User persona
- Figma
- Heuristic evaluation
- Figjam
- Competitive analysis
- Notion
- Dovetail
- Affinity map

Skills

- Agile methodology
- Adaptability
- Startup Experience
- Fintech Experience
- Remote Collaboration
- Quick Learner

Education

- Universidad de Guadalajara
BA in Psychology | 2013 -2018
- EBAC
UX/UI Bootcamp | 2024
- Memorisely
UXR Bootcamp | 2024
- DEV.F
Professional in Coding | 2022
- Platzi
Liderazgo Empresarial
- Laboratoria
Mentora | 2023

ABRIL ALCÁNTARA

UX/UI Designer with UX Researcher experience, a woman in tech, passionate about creating designs that make a social impact through engaging experiences.

Experience

● UX RESEARCHER

BELO - Internship
AGO 2024

- Develop a **benchmarking** for a financial product from Argentina and be able to identify the current competition in Mexico.
- **Desktop research and surveys** to identify competitors within the freelance community.
- Identify key features **in direct and indirect** competitors and develop a comparative matrix.
- **Analyze** the information collected, and **identify** strengths and weaknesses.
- Find **insights**, opportunities for improvement, and suggestions for the product once Belo enters the Mexican market.

● UX RESEARCHER

MEMORISELY - Bootcamp
APR - JUN 2024

- Elaborate a Skyscanner **case study**, aimed at identifying user **pain points** during the booking process with the design thinking methodology.
- Experience in **setting stakeholder interviews** to identify the scope of the research and the principal objectives.
- Create a **research plan** to determine the main objectives, methodology, type of participants, resources, and a timeline to follow up during the investigation.
- **Recruit** the right participants through a screening survey.
- Conduct **Usability testing** and qualitative Interviews with the users to gather more insights about their booking experience.
- **Analyze** and **synthesize** the information with **Dovetail**, creating an affinity map, and identifying patterns and insights.
- Create a final report with the most important information collected and provide **recommendations** to stakeholders.

● SENIOR IT TALENT ACQUISITION SPECIALIST

BAUBAP - Fintech
JUN 2023 - FEB 2024

- Coordinate and guide **stakeholders** during the **full-cycle hiring** process to find the ideal candidate that meets the needs of the engineering and design teams.
- Experience working with defined metrics and **KPIs**
- Maintain constant **communication** with candidates, interviewers, and hiring managers.
- Participate in the creation and definition of **OKRs** for the team as well as the documentation and alignment of recruitment processes.

● PROFESSIONAL IN CODING

DEVF - Bootcamp
APR - OCT 2022

- During this time, several projects were developed with important technologies such as **Javascript, HTML, CSS, Nodejs, React**, and different libraries.
- The projects ranged from a replica of a website to a site to extract information from an API using Bootstrap libraries.