


Evelyn Zepeda S.

UX and product designer

 www.enylazs.com

 evezepeda@gmail.com

 [in/evelyn-zepeda](https://www.linkedin.com/in/evelyn-zepeda)

• *What I do*

- Review objectives, plan the strategy and present designs to stakeholders
- Plan and run research tests to understand needs and validate decisions
- Create diagrams, stories, journey maps, personas... for user-centered solutions
- Design low to high fidelity wireframes
- Advocate for the user and suggest solutions for better experiences
- Collaborate with the team on ideation to cover different user scenarios
- Lead and document projects for easy follow-up

• *Relevant experience*

Questrade

questrade.com

UX designer

Nov 2018 - present
Full-time

Team collaboration to design and improve the experience on FinTech

Okeen

okeenapp.com

Product designer

May 2020 - present
Side project

Sole designer on a post-covid experience for restaurants

Mapreco

grupomapreco.com

Designer

Sep 2015 - present
Freelance

Help the company to improve their service with design decisions

• *Education*

Brigde School

Bootcamp for intermediate designers

Product Design Strategy

May 2018 - Aug 2018

OCAD

Certificates

- Digital media skills
 - Web design & Development skills
- Sep 2015 - Jun 2018*

Bitmaker (GA)

Bootcamp for beginner designers

UX & Product design

Jan 2018 - Mar 2018

Universidad Rafael Landivar

Bachelor's degree

Environmental studies

Jan 2005 - Nov 2009