

Golda Borrero

UX Visual Designer

New York

www.goldagraphics.com

goldagraphics@mac.com

I have over ten years of experience as a Visual designer applying user-centered design principles for web and mobile experiences. I have worked as a freelancer and have worked for ad agencies, media companies, small startups, and multinational businesses such as IBM and Apple. Working on-site and remotely.

I am passionate about closing the gap between user and interface which lead me to complete a UX/UI bootcamp at Columbia University Engineering this year. Always thriving to reach effective and innovative solutions with cross-functional teammates.

My Design Process Includes:

User Interviews, Competitive Analysis, Persona Building, Journey Mapping, User Flows, Information Architecture, Wireframing, User Interface, Usability Testing, Accessibility Evaluation, Analytics Reviews, Iterative Prototyping, Task Analysis.

Authorized to work in the US for any employer

Work Experience

Contract UX Visual Designer

New York, NY

2010 to Present

These are some projects that I have worked on: Chase Freedom Ultimate Rewards mobile app, AstraZeneca - SeroquelXR mobile website, MetLife Defender mobile website, La Prairie responsive website, Univision - UniNow website.

Key points: worked in collaboration with members of multiple product teams, mobile design, intuitive UI design, realized heuristics evaluation.

Apple - Production Designer

Cupertino, CA

Feb 2018 to Mar 2018

Mainly responsible for producing multiple assets and deliverables for print, web and mobile in a coherence with Apple's design integrity to be featured on all marketing communication materials for Russian market.

Key points: worked closely with designers, developers, translators, and international team members to meet project goals and ensure a delightful experience.

IBM - Visual Designer

Remote, New York, NY

Nov 2016 to May 2017

Worked with the art directors, project managers, UX designers and developers in the IBM Watson Commerce and IBM Cloud team to create websites aligned to IBM's business goals, user needs, and overall increasing engagement and usability.

Key points: redesign, design system, agile product environment, UX pattern library, presented designs to fellow designers & product owners.

Zerve - Visual Designer

New York, NY

Jan 2013 to Jun 2013

Zerve is an ecommerce online platform for buying and selling tickets for worldwide tours, shows, and events. I worked alongside the Art Director to implement the new branding style to the ecommerce website, improved existing UI, and created new pages with latest technology and design trends. In addition, I designed their first UI mobile app.

UniWorld Group - Visual Designer

Remote, New York, NY

Aug 2009 to Jan 2010

UniWorld Group, an entity of WPP, a Multicultural Ad Agency with the longest-standing minority full service in the US. Created a complex interaction website for the UWG Diversity Solution, a platform for minority owned businesses needing high quality services by other minority owned businesses. Businesses that register with UWG are able to provide their own service to the pool of registered members. I worked in collaboration with the UWG team to create the entire experience of the platform from login, get certified to the Control Panel tool.

Imaginova - Visual Designer

New York, NY

Aug 2006 to Oct 2008

Imaginova is a digital media and commerce company focused on space, astronomy, science, technology, travel, health, and science fiction that reaches more than 10 million monthly unique visitors. I was the lead visual designer for the main websites: Livescience with 6 million monthly visitors, Space.com with 4 million monthly visitors, Newsarama with 1 million monthly visitors, and Aviation.com with 500 thousand monthly visitors.

Education

UX/UI Bootcamp Certificate

Columbia University Engineering - New York, NY
Aug 2020 - Feb 2021

Website design Certificate

Hunter College - New York, NY
2012

Bachelor of Arts in Advertising

Universidad Catolica de Manizales
1998

Skills/Tools

Visual Design	DX
User research	Figma
Wireframing	Sketch
Prototyping	InVision
Usability	Miro
Languages: Spanish - Expert	