

GEMA IZQUIERDO

DESIGNER



Personal Profile

Talent Designer, highly skilled in human center design. Passionate to learn about people and understand their needs to create products that genuinely engage and delight. Along with 2+ years of banking experience, seeking to elevate UX and bring ingenuity, simplicity, and humanity to banking. Adept with prototype programs, such as Axure.

CONTACT

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EDUCATION

University of Baltimore, MD
September 2020 – Present

Master in Interaction Design
and Information Architecture.

LinkedIn Course & Capital One
Development Courses
September 2019 - August 2020

User Experience Design.

Parsons, New York, NY
August 2018 - August 2019

Certificate in Fashion Industry
Essentials

Institute of Superior Design,
Havana, Cuba (ISDi)
September 2011 - July 2016

Bachelor's Degree in Design.

TECHNICAL SKILLS

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe AutoCAD
Autodesk 3ds max
Axure / Keynote / Moqups / Figma
Microsoft Excel

WORK EXPERIENCE

Branch Ambassador

Capital One / West New York / January 2019- Present

- Build authentic moments by listening to and understanding customers.
- Advocate for and be the voice of the customer.
- Offer creative solutions that not only meet the customer's needs but exceed their expectations.
- Share product knowledge to help customers' banking experience.
- Facilitate bilingual communications between international accounts and team.
- Collaborate in internal performance cycles to improve and upgrade Capital One digital platform.

Job Shadowed with Amy Silver and Michael Spina in the Design Department:

- Conduct research to understand users.
- Participate in research, strategy, ideation, design, and testing of new product concepts.
- Translate user needs, style guides, technology, and business requirements into elegant design solutions.
- Participate in research findings and design concept presentations.

Volunteer work for HOLA, the Hispanic/ Latinx Business Resource Group at Capital One

- Incorporate my design skills to support and promote an inclusive environment where associates can connect with each other and help the community.

Graphic Designer

Bercian Printing Center / West New York / July 2017- January 2019

- Execute projects such as banners, logos, menus, car wrappings, business cards, etc.
- Responsible for the design process from idea creation to final deliverables.
- Operated printing and cutting machinery.
- Facilitate bilingual communications between international accounts and team.
- Maintained a consistently high level of customer service by developing excellent relationships with our clients.