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OLGA MOLINA LECHE

Product Designer | UX - UI

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Product Designer, UX - UI designer advisor, Visual Designer, Webflow designer, Illustrator and storyteller dreamer. Adobe Creative Suite user with all-around skills in Marketing & PR as a former digital entrepreneur. Passionate about plants, art and books. Expat living in The Netherlands, mom and feminist.

Experience

2019

Geekcow Creative Studio
FREELANCE PRODUCT DESIGNER

- » UX & UI Design
- » Wireframes
- » Desing Systems
- » Leading UX teams in Design Sprints.
- » Webflow
- » Prototype
- » Branding

Already worked with:

- » We Are Social Amsterdam
- » Crocs
- » ABW
- » BoesBos Stichting
- » Adwuma Ye Stichting
- » Individual ZZP'ers

2014

CVJUNGLE
CO FOUNDER & DESIGNER

My responsibilities were:

- » Brand Development
- » Digital product design
- » UX Design: Evaluation of the usability and accessibility of the site
- » UI Design

2014

CEMACO
DIGITAL DESIGNER

CEMACO is the largest chain of stores in Guatemala for home improvement and decoration.

2012

Publigrafik Digital
HEAD OF DESIGN DEPARTMENT

My responsibilities were:

- » Review video specs sent by the client
- » Adapt the material for the different digital channels of the company
- » Make motion graphic animations as proposals for advertising for the clients
- » Manage the schedule of design and production team
- » Organization events
- » Control and Monitoring of the guidelines for the different channels of the company
- » Daily monitoring of all channels
- » Weekly and biweekly monitoring of the transmission,

2017

Maternity break and relocation to The Netherlands

- Focussing on my new role as a mother and settling into my new country: The Netherlands.
- Skills I developed during this time:
- » Time management
- » Self discovery
- » Adaptability
- » Resilience

- » And other projects that are currently on develop

Website to store curricular data in a free, safe and reliable way, providing a CV in a standardized format with a design that allowed to stand out.

- » Marketing Design and planning
- » Advertising Design and planning
- » Social Media design, communication and assements.

My responsibilities were:

- » Social media design
- » Layout for E-Commerce communication
- » On site magazine layout design
- » Photo editing
- » GIF animation design for digital advertising

Publigrafik Digital is a guatemalan digital publicity agency and part of the Publigrafik Group. I Started as Motion Graphic Designer and then promoted.

- programming and distribution of the ads in the channels
- » Design of internal communication material
- » Monitor the correct use of the company's brand guideline
- » Support the team in the making of motion graphic ads materials

OLGA MOLINA LECHE

Digital and UX/UI Designer

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2012
Bourda Editorial
PHOTO EDITOR AND GRAPHIC DESIGN

2011
OVA Producciones
PHOTO EDITOR AND GRAPHIC DESIGN

2011
360 Estudio Gráfico
GRAPHIC DESIGNER

MORE ABOUT ME

- » CoFounder, Graphic Designer and Social Media Manager of Arduino Community Guatemala
- » Board Member of the Open Hardware Association of Guatemala
- » Published Poetess Autor

LANGUAGES

- » Spanish (Native)
- » English (Fluent)
- » Dutch (Basic)

TECHNICAL SKILLS

- » User Experience Design
- » User Interface Design
- » Wireframing
- » Information Architecture (user flows and Mapping)
- » Graphic Design
- » Digital Design
- » Design Thinking
- » Brand Development
- » Illustration
- » SMO
- » SEO
- » Online Marketing

SOFTWARE TOOLS

- Adobe Suite
 - » Illustrator
 - » Photoshop
 - » Lightroom
 - » Premier
 - » After Effects
 - » Indesign
 - » XD
- Others
 - » Figma
 - » Slack
 - » Miro
 - » Asana
- » Trello
- » Notion
- » Squarespace
- » Webflow

SOFT SKILLS

- » Creativity
- » Curiosity
- » Commitment
- » Leadership
- » Problem Solvening
- » Self-management
- » Analysis
- » Planning
- » Goal setting
- » Adaptability
- » Teamwork

CERTIFICATES

2023
Webflow University
WEBFLOW 101

2023
California Institute of Arts
UX DESIGN FUNDAMENTALS

2022
California Institute of Arts
VISUAL ELEMENTS OF USER INTERFACE DESIGN

2022
Google
FOUNDATIONS OF USER EXPERIENCE (UX) DESIGN

2022
Madefor. Bootcamp
UX DESIGN

2020
University of Sydney
INNOVATION THROUGH DESIGN: THINK, MAKE, BREAK, REPEAT

2019
Google
FUNDAMETALS OF DIGITAL MARKETING

EDUCATION

2016
Universidad de San Carlos de Guatemala
GRAPHIC DESIGN

CHECK ON LINE

