

Résumé.

# IVANNA JIMÉNEZ

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## Project Manager | Former UX/UI Designer

Curiosity about people and systems has shaped my career from the start. I began in branding and visual identity, with a background in product (industrial) design, developing a strong foundation in structure, intention, and thoughtful decision-making.

Over time, my work evolved from building visual systems to leading digital initiatives. With experience in UX/UI and project leadership, I specialize in aligning business objectives, user experience, and technical execution.

Today, I work as a product-minded Project Manager, coordinating cross-functional teams and translating strategy into scalable digital solutions. What defines my work is a transdisciplinary approach – integrating design sensitivity, marketing insight, and business thinking to create clarity, alignment, and meaningful impact.

### Languages

**SPANISH** (Native)

**ENGLISH** (Full Professional Proficiency)

### Skills

PROJECT MANAGEMENT

PRODUCT STRATEGY

CROSS-FUNCTIONAL TEAM LEADERSHIP

STAKE HOLDER MANAGEMENT

UX RESEARCH

UX | UI DESIGN

MARKETING

BRANDING

GRAPHIC & VISUAL DESIGN

PRODUCT DESIGN

BUSINESS PERSPECTIVE

PROBLEM SOLVING

CONCEPT DESIGN

IDEATION & PROTOTYPING

EYE FOR DETAIL & AESTHETICS

RESPECTFUL

PATIENT & EMPATHETIC

GOOD COMMUNICATION

PASSION FOR MY WORK

ADAPTABILITY

WORK UNDER PRESSURE

### Technology

FIGMA

SHOPIFY

PM TOOLS (JIRA / CLICK-UP / ZENDESK)

GOOGLE WORKSPACE

MICROSOFT OFFICE

SLACK

ILLUSTRATOR

PHOTOSHOP

### / Education

Mar. 2022 - May 2022

**UX / UI DESIGN**

9 Week Bootcamp

**Ironhack Miami**

Remote

Sep. 2021- June 2025

**BS MANAGEMENT**

NLU, Chicago

100% Remote

Sep. 2020 - Dec. 2023

**MARKETING**

BACHELOR'S DEGREE

**UVM Universidad del Valle de Mexico**

100% Remote

Aug. 2019 - Feb. 2020

**BUSINESS &**

**ENTREPRENEURSHIP**

DIPLOMA

**Anahuac Norte,**

Mexico City

March 2019.

**FASHION MARKETING**

**Central saint martins,**

Online course

Sep. 2013 - Jul. 2018

**PRODUCT /**

**TRANSPORT DESIGN**

BACHELOR'S DEGREE

**IED Barcelona,**

Spain

### / Experience

Apr. 2024 - Current

**PROJECT MANAGER**

Leading digital projects for e-commerce brands, coordinating cross-functional teams and translating business goals into structured, scalable solutions. I manage client communication, and ensure smooth execution from strategy to launch.

**Klever Cookie NY**

Remote

May. 2023 - Apr. 2024.

**PROJECT MANAGER**

Managed project timelines, aligned stakeholders, and coordinated design and development efforts. Led UX/UI design, ensuring a cohesive visual identity and a user-centered experience that effectively communicates the company's value proposition.

**Ealba**

Sep. 2023 - Current

**FREELANCE UX/ UI DESIGNER**

Designing user-centered products, delivering impactful and functional designs tailored to client needs.

Aug. 2018 - Current

**FREELANCE DESIGNER**

Projects encompassing branding and graphic design. Focused on creating impactful visual identities.

Jan. 2020 - Jan. 2021

**CONTENT CREATOR FOR DIGITAL MARKETING.**

Creation, editing & planning content for social media management and digital marketing. New branding for emerging small businesses as well as redesigning branding for evolving ones.

**Burgo Social Media**

Xalapa, Veracruz

Mar. 2019 - Sep. 2019

**CREATIVE DIRECTION & UI DESIGNER**

Managed the design team during the company's starting phase. Worked directly with the web development team to create the company's web page and app.

**Izel México (Fashion Platform)**

Mexico City