



# Ana Bernard

## UX Designer

 www.AnaBernard.com  
 AnaBernard  
 Miami, FL

Seasoned designer with experience in diverse industries, job families, and countries. Passionate to improve people's interaction with technology and the world. Constantly applies a unique perspective to the design of products, balancing user needs, business requirements, and aesthetics.

### EXPERIENCE

#### UX Designer (Contractor)

Jan 2022 – Jun 2022

College of Education, University of Washington // Seattle

- Developed the UX and UI of an educational platform for K-12 teachers, delivering an interactive prototype to continue increasing funds for the project.
- Led the creation of the style guide of the platform, the brand identity of the product, and the video prototype to present the product to investors.

#### UX Designer (Training)

Dec 2016 – Mar 2017

General Assembly // Seattle

- Collaborated in research, design, and testing across 5 sprint projects for website, mobile, and responsive designs in an agile environment.
- Developed the UX of a marketplace platform for connecting homeowners with contractors, consulting for a local startup company.

#### E-Commerce Entrepreneur (Co-owner)

Jul 2014 – May 2016

Partyland – Party Supplies Online Store // Miami

- Designed and managed the site selling goods to South America.
- Promoted products across social media channels (Instagram, Facebook).

#### Graphic Designer (Full time)

Mar 2010 – Mar 2013

Diamonds International – Leading Jewelry Retail // Mexico

- Designed catalogs, brochures, signs, store graphics, and digital circulars, complying with global luxury brands' guidelines.
- Developed all graphic projects from concept through final designs for print and digital channels.
- Collaborated with internal teams (brands, sales, IT) and coordinated with external vendors (photographers, designers, printing shops).

#### Graphic Designer (Full time)

Jul 2007 – Feb 2010

Addoox – Online Advertising // Israel

- Designed landing pages, web banners, and presentation materials.
- Managed budget, deadlines, and the creation of booth graphics and promotional materials for international trade shows.

#### Graphic Designer (Co-owner)

Mar 2002 – Jun 2007

AB & SB – Design Studio // Paraguay

- Designed multiple projects for print, packaging, and signage systems.

### TOOLS

Figma, Adobe CC

### SKILLS

Wireframes  
User Flows  
User Interface  
User Research

### EDUCATION

#### MASTER'S IN HUMAN-CENTERED DESIGN AND ENGINEERING

Jun 2022

University of Washington  
// Seattle

#### UX DESIGN IMMERSIVE PROGRAM

Mar 2017

General Assembly  
// Seattle

#### BFA IN GRAPHIC DESIGN

Jan 2002

Universidad Catolica de Asuncion  
// Paraguay

### LANGUAGES

Spanish (native)  
English  
Hebrew

### VOLUNTEERING

#### STAFF EVENT

BAM Art Fair 2019

(Bellevue Arts Museum // Seattle)

#### REMOTE DESIGNER

Media kit  
2ndchance4pets.org  
(Animal Welfare // California)

### INTERESTS

Health, Travel, Accessibility and Inclusive Design