

# Sirlene Torres **Visual & UX/UI Designer**

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## ABOUT ME

With a background in graphic design and experience in art direction, a delicate balance between flexibility and solidity is struck, paying meticulous attention to detail. Specializing in ensuring that aesthetic appeal is present in every project. Honoring congruence and consistency throughout the design process, each element is aligned to craft impactful and beautiful solutions within the art of storytelling.

## SKILLS

**Technical Skills:** User & Market Research, Color Theory, Heuristic Evaluation  
Typography, Iconography, Storyboarding, Decision Flow Diagrams, User Experience  
Interviewing, Insight Synthesis, Personas, Mockup Usability Testing, Information  
Architecture, Wireframes, Low-Fi and Hi-Fi Prototypes, CSS, Illustration, Lettering,  
Branding, Mood Boards, Style Guides.

**Soft Skills:** Problem Solver, Team Work, Storytelling, Organization, Attention to Detail,  
Communication, Time Management, Empathy, Tolerance to Critique, Creativity,  
Authenticity, Emotional Intelligence.

**Softwares:** Illustrator, Photoshop, Procreate, Figma, Visual Studio Code, Miro, InDesign,  
Adobe XD, Lightroom.

**Productivity tools:** Trello Board, Google Drive, Slack, Zoom.

## UX/UI PROJECTS

### **Tiny Friendly - The family Travel App**

**Timeline:** 4 Weeks

The development of a new family-centered booking app that takes care of all the family's needs, especially the little ones. **Role:** UX/UI Designer, UX Researcher, Visual Designer, Brand Designer. **Skills:** User Research, Personas, Ideation and Sketches, Storyboard, Brand Identity, Low Fi Prototype and Mid Fi, Prototype, Usability Tests, Muck ups, Slide Deck Presentation.

### **Office of Women's Health - Government Website redesign**

**Timeline:** 3 Weeks

With a clearer and better-organized Information Architecture, the new OWH website boasts improved intuitive usability and a more effective navigation system. **Role:** UX/UI Designer, UX Researcher, Visual Designer. **Skills:** User Research, Personas, Ideation and Sketches, Storyboard, Brand Identity, Prototype, Usability Tests, Muck ups, Slide Deck Presentation.

### **Maldito Liquor - Liquor Store Website**

**Timeline:** 3 Weeks

The design of a website for a start up business, a new liquor store catering to the Hispanic community. **Role:** Product Manager, Visual Designer, Brand Designer. **Skills:** Ideation and Sketches, Storyboard, Brand Identity, Prototype, Usability Tests, Muck ups, Slide Deck Presentation.

## WORK EXPERIENCE

### PRODUCT DESIGNER

Feb 2024 - Present

Love in Faith - Full Time

Oklahoma City, United States

- Research, design and effectively translate the current trends for new products, maintaining the brand standards that reflect the brand values.
- Provide one feedback to fellow designers within Monday task updates.

### GRAPHIC DESIGNER

Jun 2020 - Present

Calamity Jane's Apparel - Freelance

Oklahoma City, United States

- Create best-selling designs, contributing to the remarkable achievement of nearly 80% of all apparel sales in the online shop.
- Crafted visually compelling designs for a diverse range of products, including t-shirts, blankets, and posters.

### ART DIRECTOR / GRAPHIC DESIGNER

Jul 2014 - April 2021

Hobby Lobby Corporate Offices - Full Time

Oklahoma City, United States

- Promoted from Graphic Designer to Art Director in 2018.
- Winner of the Best Collection of Internal Art Show, 3 years in a row.
- Successfully completed more than 50 collections and guided designers throughout the creative process for more than 20 collections, providing feedback and visual support with mood boards and style-guides.
- Designed Hobby Lobby's seasonal, stationery, and gifting products, aligning with customer needs.
- Conduct market research and fuse creativity with market insight to craft appealing, customer-centric offerings.

## EDUCATION

### Certificate, UX/UI

EDX + The University of Texas at Austin

Austin, Texas

2023 - 2024

### Bachelor of Arts, Fine Arts

University Gestalt of Design

Xalapa, Mexico

2005 - 2010