

Berta Rincon

UX/UI Designer

Sydney, Australia

Focusing on human-centred and regenerative design through the design thinking process.

Highly motivated and detail-oriented with a background in logo design, web design, and animator-lettering artist.

+61 405 356 797

berta.rincon@gmail.com

www.bertarincon.com

[LinkedIn - Berta Rincon](#)

[@bertarincon](#)

Professional Experience

UI DESIGNER & CMS DEVELOPER - UCIDITY

UCIDITY | FEB 2020 - MARCH 2023

- Expertised in web design and WordPress development using Elementor and CSS.
- Created hundreds of captivating social media content designs and illustrations.
- Prioritised the clients' needs and the problems they face, collaborating closely with them to develop effective solutions.

WEB AND GRAPHIC DESIGNER

FREELANCE | SEP 2017 - FEB 2020

- Independently conceptualised and developed client briefs, encompassing logos, branding, marketing collateral, wedding invitations, and event stationery.
- Collaboratively worked with developers, ensuring the seamless procurement of clients' content.
- Highly organised work ensures deadlines are consistently met and briefs are executed with unwavering accuracy.
- To further engage relevant audiences, created compelling social media content.

Projects

UX DESIGNER - FULL MOON APP

FINAL PROJECT AT CAREERFOUNDRY | JUN 2023

- Followed the Design Thinking Process to design Full Moon, an app where users can access physical, mental and emotional wellbeing features to allow them to be on top of their health.
- Conducted user surveys, and user interviews as part of the research phase to better understand the user's needs.
- Analysed the data with affinity maps and created personas, user journeys and flows to build the project's foundation.
- Designed 22 wireframes and 2 prototypes based on the research phase to develop the Usability Plan.
- Created the logo, UI elements and iconography.

UX DESIGNER - VERNACULUS APP

UX RESEARCH AT CAREERFOUNDRY | APRIL 2023

- Developed a visual-engaging language app to learn new vocabulary using the Design Thinking Process to help new and old language learners create a habit in their routines to learn and speak fluent languages.
- Directed user interviews to understand the users and their needs around the difficulties of learning a foreign language.
- Designed 20 mid-fidelity wireframes and a prototype to conduct a usability study.
- Iterated and refined the design based on user feedback.

Skills and Tools

Figma / Adobe XD / Illustrator / Photoshop / Indesign / After Effects / Procreate / WordPress / Elementor / Keynote / Google Drive / Calligraphy

Creative
Curious
Communicator
Collaborative

Volunteering

brandkind

Sydney, Australia - 2023

Atlassian Foundation

Sydney, Australia - 2019

Education

UX/UI Design Course

CAREERFOUNDRY | 2023

Project Management

AETS | 2022 - 2023

UX Design 101

DESIGNLAB | 2018

Agricultural Engineer

UNIVERSITY POLYTECHNIC OF VALENCIA | 2009 - 2013

Scenic Interpretation

UNIVERSITY OF DRAMATIC ART OF VALENCIA | 2007 - 2011

Projects

UI/UX DESIGNER PERFECT PROPERTIES RESPONSIVE APP

UI PROJECT AT CAREERFOUNDRY | DEC 2023

- Utilised the provided project brief as a foundation to independently design the interface for a responsive web app.
- Demonstrated proficiency in UI and UX principles to deliver a user-centric and visually compelling interface.
- Built 3 main user flows and information architecture.
- Devised 19 low, mid and high wireframes and 2 prototypes based on the brief and research phase provided.
- Developed the brand identity, the design system, the iconography and graphic elements.
- Design iteration.

UI/UX DESIGNER - SELFTAPEANDO WEB

WEBSITE DESIGN AND DEVELOPMENT | JUN 2020

- Designed and developed an online academy for actors and actresses who want to be prepared for castings, TV and theatre interpretation.
- Collaborated closely with project stakeholders to conceptualise and design the interface for a responsive web app, ensuring alignment with project objectives and user needs, focused on mobile-first design.
- Created 8 High-fidelity detailed wireframes, including 2 templates intended for an additional 6 web pages.
- Continuously refined these designs through iterations based on feedback from both teachers and students.