



Nayeli A. Pérez T.

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San Antonio, TX  
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I am a multidisciplinary designer with a keen interest in user interface design, design systems and the overall challenge of designing digital experiences in an increasingly digital world.

## Experience

### Product Designer **Chargify**

SEPTEMBER 2018 - PRESENT San Antonio, TX

*Chargify is a subscription billing platform built for B2B SaaS (Software as a Service) products.*

- \* Wireframe, iterate, and prototype complex interfaces
- \* Continuously improve the design system and experience of our app through user research, testing, and implementing frontend changes (using HTML, SCSS, JS, React)
- \* As part of the Core Billing Developer team, work with developers and the product manager, using Agile methodologies, to plan and design complex new features
- \* Support marketing with creation of visual assets, art direction, and the creation of editorial pieces (such as eBooks, brochures, banners)

### Graphic Designer **Esd & Associates**

AUGUST 2016 - AUGUST 2018 San Antonio, TX

*Esd & Associates is a small marketing agency.*

- \* Developed press-ready creative for traditional media (billboards, posters, flyer, etc.) for both long-term marketing campaigns and short-term projects that required a quick turnaround
- \* Designed website and app interfaces for projects ranging from landing pages to mobile apps and implemented websites and front end code using Wordpress, HTML, CSS, JS, and Bootstrap
- \* Created logomarks, brand identities, and brand guidelines and project-managed large designed pieces such as RFPs (design, compile copy and data from all departments, build infographics, strategize and discuss creative, manage deadlines)

### Art Director **Trinity University's Skyline Magazine**

JANUARY 2016 - MAY 2016 San Antonio, TX

*Skyline is a publication written, designed, and produced by students at Trinity University's Communication department.*

- \* Responsible for defining the overall visual style of the magazine.
- \* Worked closely with the managing editor along with our faculty advisors to create a style guide and subsequently layouts that would position Skyline as a professional, streamlined student publication.

## Education

### B.A. in Communication, Cum Laude **Trinity University**

AUGUST 2012 - MAY 2016 San Antonio, TX

*Minor in Studio Art & Art History, Photography (Darkroom) Concentration,  
Semester Abroad Fall 2015 at Studio Art Centers International (SACI) - Florence, Italy*

## Tools & Skills

**Creative Cloud** : InDesign, Photoshop, Illustrator, Lightroom

**User Interface & Front End Development**: Sketch, Figma, Git, HTML/CSS/SCSS, Bootstrap, Webflow

**Languages**: Spanish (native speaker, reading, and writing)

**Photography**: Extensive photography, photo editing, and darkroom printing experience