

MAGALI JOLY

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WORK EXPERIENCE

HP/OPINNO

UI Designer

July 2022 – December 2024, Spain

- Creation and maintenance of design systems, mockups, and high-fidelity interactive prototypes, among other tasks.
- Development of reusable components and elements to establish a consistent look and functionality across the company's digital products. Specifically, I worked on the HP ALL in Plan project, launched in the USA in 2024, and on maintaining the HP Smart design system.
- Close collaboration with developers and marketing teams to ensure the design is technically feasible and meets business objectives.
- Usability testing and product performance optimization, ensuring compatibility across various devices and browsers. Maintenance of accessibility standards.

DYSON

UI-UX Designer

March 2021 – September 2021

- Expert analysis and recommendations for the e-commerce site for Australia and New Zealand.

- Improvements focused on applying accessibility guidelines – Web Content Accessibility Guidelines (WCAG) – including selecting color combinations with sufficient contrast, using readable fonts, designing interfaces adaptable to various devices, ensuring compatibility with assistive technologies, creating intuitive navigation structures, and conducting inclusive usability tests.

LAS VEGAS ONLINE

UI-UX Designer

2020 – 2021

- Design system migration.
- Evaluation of the previous system, transition planning, recreation of components in the new software (Figma), testing to ensure functionality, updating documentation, and training the team to ensure a successful adaptation to the new system.

Freelance Web Design- UX/UI Design

2017 – Present

- Creation of visually appealing and functional interfaces, ensuring an intuitive user experience aligned with brand identity.

SKILLS

- Design systems: creation and maintenance (color guides, typography guides, iconography, elements, components, responsive web design, apps, and desktop).
- Wireframes, mockups, designs, and prototypes: Adobe XD, Figma, Miro, Sketch.
- Atomic Design.
- In-depth knowledge of user-centered design principles.

- Apple and Google Human Interface Guidelines, standards, conventions, and best practices.
- UX research (quantitative and qualitative methods such as surveys, interviews, usability testing, analytics, heatmaps, among others).
- UX design (information architecture, user flows, among others).
- High-quality auditing and recommendations in UX design practices (usability, accessibility / WCAG 2.1 standards).
- Agile methodologies.
- Attention to detail.
- Adaptability and teamwork.
- Proactive, responsible, flexible, and decisive.

LANGUAGES

- Spanish: Native
- English: Professional proficiency
- French: Beginner