



# ANA M. TOVAR FLORES

I have 13+ years of experience in the web and graphic design field, working on diverse projects ranging from user research and wireframes to responsive websites, brand identities, and marketing collateral. Skilled in blending user-centered design with bold, effective visuals across digital and print. Collaborative, detail-oriented, and fluent in the latest industry tools and trends.

## WEB, GRAPHIC & UX DESIGNER

### CONTACT

Contact@AnaTovarFlores.com  
Coral Springs, FL

### EDUCATION

AT - Industrial Design  
Instituto Universitario Tecnológico  
Antonio Jose de Sucre  
Graduated in 1992

### CERTIFICATIONS

Certification in Graphic Design  
Escuelas Barajas - Madrid - 1993

Google UX Design Certificate - 2021

- Responsive Web Design Adobe XD
- Create High-Fidelity Designs and Prototypes in Figma
- Conduct UX Research and Test Early Concepts
- Build Wireframes and Low Fidelity Prototypes
- Start UX Design Process: Empathize, Define and Ideate
- Foundations of User Experience (UX) Design

### PORFOLIO

My portfolio showcases my ability to tackle various design challenges and deliver solutions that exceed expectations.

[My Work](#)

“Detail-oriented, dedicated to delivering high-quality work on time and within budget. Creativity, problem-solving, and a commitment to continuous improvement are at the core of my professional philosophy.”

### PROFESSIONAL EXPERIENCE

#### Web, Graphic & UX Designer

Performa Technologies- CORAL SPRINGS, FL  
June, 2012 - Present

- Collaborated with clients from various industries to create custom websites and web graphics that met their specific needs and vision, with a strong focus on enhancing user experiences.
- Managed all aspects of the design process, from initial concept development and wireframing to final implementation and maintenance, ensuring a seamless UX throughout.
- Delivered high-quality design projects within agreed-upon timelines and budgets, resulting in a satisfied client base and numerous referrals.
- Developed a strong online portfolio showcasing a diverse range of Graphic, Web and UX design projects.

### SKILLS AND EXPERTISE

- **Graphic Design:** Logo Design, Brand Identity, Marketing Collateral, Email Campaigns, Social Media Assets, Digital & Print Ads, Catalogs, Magazines, Signage.
- **Graphic Design Tools:** Adobe Creative Suite (Photoshop, Illustrator, InDesign), Figma, Sketch, Adobe XD, Canva.
- **Web Design:** Create visually appealing and intuitive web designs that align with clients' branding and business goals. I pay keen attention to the functionality and aesthetics, ensuring each website work as it should.
- **Front-End Development:** Proficient in HTML and CSS, I am able to transform design concepts into interactive and responsive web pages. Cross-browser compatibility and performance optimization are integral parts of my development process.
- **User-Centered Approach:** My work is driven by a deep understanding of user experience (UX) and user interface (UI) design. I conduct user research and usability testing to create websites that not only look great but also function flawlessly, providing a satisfying experience for visitors.
- **Content Management:** Well-versed in content management systems, making me capable of managing and updating website content efficiently. I ensure that content is accurate, engaging, and consistent.
- **SEO Optimization:** I understand the importance of search engine optimization (SEO) and incorporate best practices to enhance website visibility and ranking. This ensures that the websites I design are not only beautiful but also discoverable.
- **Collaboration:** Being able to work closely with multidisciplinary teams, including developers, graphic designers, and marketers. Effective communication and teamwork are at the core of my approach.