

# ANDRÉS CANELONES

[www.andrescanelones.me](http://www.andrescanelones.me) / [andrescanelones10@gmail.com](mailto:andrescanelones10@gmail.com) / +507 6140.0564

**Date of birth:** 8/9/1993    **Nationality:** Venezuelan    **Marital Status:** Single

I'm a UX designer with ample expertise in web technologies and a special interest in User Research, Design Systems and Accessibility. I have ample experience working on web-based digital products, with agile teams and under tight schedules.



## EDUCATION

### Bachelor of Arts in Computer Science · Florida State University

Tallahassee, Florida, United States - 2016

## WORK EXPERIENCE

### UX Lead · Copa Airlines (2019 - Present)

- Leading design and user research efforts for building the next generation of digital experiences for one of the largest international airlines in Latin America: Online booking, mobile apps and self-service platforms such as Web Check-In, Reservation management and airport Kiosks.
- Design Lead for Copa Airlines' online booking platform: User research, conceptualization, design and usability testing for the airline's main direct channel point of sale.

### Webmaster · Copa Airlines (2017 - 2018)

- Management and updating of web content for the company's main customer website.
- Design and development of interactive landing pages for new products and destinations.
- Product Owner & Designer for the ConnectMiles/Copa Airlines website unification project, leading design efforts such as Information Architecture analysis, usability testing and UI design.

### Email Marketing Designer · Copa Airlines (2016 - 2017)

- Design of promotional email communications for the company's loyalty program ConnectMiles with special focus on iterative design and A/B testing.
- Creation, analysis and maintenance of audience segments for differentiated communications.
- Email automatization flows based on customer data.

### Designer & Web developer · Florida State University (2012 - 2016)

- Concept, design and development of the online application management system for the Panama City campus.
- Design of posters, ad pieces and promotional material for digital and print.
- Copywriting, photography for social media content

### Designer & Web developer · Alpha Grupo Editorial (2011 - 2012)

- Layout design and photo editing for multiple printed media such as newspapers and magazines.
- Design of printed advertisement pieces on demand for customers
- Concept, development and maintenance of News site [tucomunidad.com.pa](http://tucomunidad.com.pa) as part of company-wide push into digital media (2014-2018 as a freelance contractor)

## SKILLS

Visual Design  
Interaction Design  
Design research  
Prototyping  
Usability Testing  
Wireflows  
Experience in Agile methodologies  
Fully fluent in Spanish & English  
Copywriting (Spanish & English)

## TOOLS

Sketch  
Adobe XD  
InVision  
Abstract  
HTML + CSS + JS  
Photoshop  
Illustrator  
InDesign  
Maze (Usability Testing)  
Principle for Mac (Animation)