Tania González Aceves

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PROFESSIONAL SUMMARY

UX/UI Designer with 5+ years of experience in international technology companies, delivering user-centered digital solutions that improved information access by up to 60% and optimized cross-team collaboration for over 1,000 stakeholders. Skilled in blending user research, visual design, and low-code development to create intuitive and accessible platforms. Proven ability to transform complex user needs into functional, engaging, and scalable solutions.

PROFESSIONAL EXPERIENCE

- **Aruba Communications and Planning**
  Hewlett Packard Enterprise – Aruba Transformation & PMO | Nov 2023 – Present

- Led the full redesign of an internal communications portal, conducting UX research, UI design, and development, improving information retrieval efficiency by 60%.
- Designed and launched a leadership dashboard platform using UX/UI principles and PowerApps, centralizing critical data and reducing search time by an average of 40%, enhancing usability and navigation for over 10 senior stakeholders.

- **Marketing Communications Analyst**
  Hewlett Packard Enterprise – NA Sales | Mar 2021 – Nov 2023

- Coordinated, developed, and analyzed communication and marketing campaigns and strategies for 1,000+ partners and 50+ internal stakeholders, increasing engagement by 20%.
- Designed and managed onboarding and communication portals in SharePoint and PowerApps, reducing onboarding time by 30%.

- **Onboarding Intern**
  Hewlett Packard Enterprise – NA Sales | Sep 2019 – Mar 2021

- Tracked and analyzed communication campaigns for 1,000+ stakeholders using Excel and Mailchimp, improving outreach effectiveness.
- Assisted in creating onboarding materials and sessions, enhancing integration efficiency for new hires.

EDUCATION

ITESO University – Guadalajara, Jalisco, MX

B.S. in Service Enterprise Engineering | 2021
Focus on UX/UI principles, Business Process Optimization, and Project Management. Coursework in Service Design and User Experience, completing projects with full methodologies (interviews, personas, journey mapping, moodboards, mystery shopper). Tools used: Figma, Miro, Trello, Microsoft Project.

CERTIFICATIONS
- Diploma in Graphic Design – Proulex Computo | 2023
- Learn User Research – Skillsoft (not an official certification)
- UI and UX: Novice to Professional – Skillsoft (not an official certification)

PROJECTS
Centralized Internal Communications Hub – HPE

- Conducted primary user research, data analysis, and usability testing.
- Designed user flows, wireframes, and both low/high-fidelity prototypes.
- Created a custom design system ensuring accessibility and clarity.
- Developed and launched the platform using PowerApps and PowerAutomate.

Brand & Website Design – Software Startup

- Led UX/UI design and brand identity creation, including full brand manual.
- Designed responsive website layouts for desktop and mobile.
- Delivered low/high-fidelity prototypes and conducted usability testing, improving navigation efficiency by 25%.

SKILLS
- **UX/UI Design:** User-Centered Design (UCD), Wireframing & Prototyping (Figma, Adobe XD), Adobe Creative Suite, Microsoft PowerPoint.
- **Research:** Stakeholder Interviews & Surveys, Persona Development, Journey Mapping, User Flows, Data Analysis for UX insights.
- **Development:** PowerApps, PowerAutomate, SharePoint, HTML/CSS (basic), Microsoft 365.
- **Marketing & Communication:** Digital Campaign Strategy, Internal Communication Platforms, Email Marketing (Outlook, Mailchimp), Analytics & Reporting.
- **Collaboration:** Cross-functional collaboration, Agile & Scrum, Project Management Tools (Microsoft Project, Trello, Monday).
- **Languages:** Spanish (Native), English (Advanced)

AWARDS & RECOGNITIONS
- Culture Catalyst Recognition, HPE: For supporting intern onboarding and representing HPE at external events.
- 1st Place – Intern Project Fair, HPE: Presented the top-rated intern project to leadership, demonstrating strong communication and strategy skills.