

Alayna Quiles

UX/UI Designer, Brand Specialist & Project Manager

UX/UI Designer with a strong foundation in web design, branding, project management and user experience strategy. Proven success in creating intuitive and engaging digital experiences, implementing efficient project management systems, and leading cross-functional teams. Passionate about designing user-centered solutions that simplify complex information. Skilled in prototyping, usability research, and data-driven design.

📞 718-887-1886

✉ alaynaquiles@gmail.com

📍 Old Bridge, NJ

🌐 www.AlaynaQuiles.com

EDUCATION

Bachelors

College of Staten Island

Communications:

Design & Digital Media

2018

CERTIFICATIONS

SHECODES

Certification in HTML, CSS, & Javascript

2021

EXPERTISE

TECHNICAL

- **UX/UI Design:** Wireframing, Prototyping, User Research, Usability Testing
- **Software:** Figma, Adobe XD, Adobe AI, PS, & ID
- **Web Development:** HTML, CSS, WordPress CMS, Elementor Pro
- **Project Management:** Notion, Asana, Monday, Jira
- **Collaboration:** Cross-functional Teamwork, Client Relations, Design Systems

Portfolio

View my work:

www.AlaynaQuiles.com

WORK EXPERIENCE

Freelance

UI/UX Designer, Branding Specialist & Project Manager | 2020 – Present

- Lead end-to-end digital design projects for businesses and agencies — from user research and discovery through design, development, and launch.
- Conducted user research and usability testing to inform design decisions and enhance overall user experience.
- Created low-fidelity wireframes and high-fidelity mockups in Figma and Adobe XD to visualize workflows and finalize design systems.
- Designed and developed responsive websites on WordPress (Elementor) and Squarespace, ensuring accessibility, speed and performance.
- Collaborated with cross-functional teams using agile project management tools including Monday, Asana, Jira, and Notion.
- Produced cohesive brand and marketing materials such as business cards, brochures, signage, and tradeshow assets (banners, tablecloths, promotional giveaways).

Synergy Group Marketing

Visual Designer (Contractor) | 2020 – 2024

- Created user-friendly visual identities, branding elements, and website interfaces.
- Designed digital and print materials, ensuring cohesive brand experiences across platforms.
- Worked closely with clients to transform complex ideas into intuitive design solutions.

Metro Media Marketing

Designer & Assistant Manager | 2014 – 2017

- Managed project workflows by coordinating client requests and delegating tasks to designers, ensuring timely and accurate completion.
- Oversaw the company's print store, including processing orders, managing vendor relationships, and ensuring high-quality output.
- Processed invoices and managed accounts for client projects, ensuring accuracy and timely payments.
- Designed comprehensive brand identities and promotional materials, including business cards, brochures, and signage.