

# Berenice Bárcena.

Designer & Front-End developer

## Education

2018 - Amsterdam, Netherlands.

**Full Stack Web Development,**  
B. Startup School Amsterdam.

2015 - San Francisco, CA.

**User Experience Design,**  
General Assembly.

2006 - 2011 - Monterrey, Mexico.

**BA Industrial Design,**  
Universidad Autonoma de Nuevo  
Leon, Architecture School.

## Current Stack

React, Typescript, Javascript,  
NextJS, NodeJS, HTML, SCSS,  
CSS-in-JS.

## Tools

VSCoDe, Bitbucket, GraphQL,  
Jest, ChakraUI, Zod, Storybook,  
Figma.

## Other Relevant Skills

Shopify liquid, Illustrator, GSAP,  
UX Design, Design Thinking,  
Consulting.

## Languages

Spanish - Native  
English - Professional  
Italian - Intermediate  
Dutch - Basic

## On the web

berebarcena.com  
linkedin/in/berebarcena

Practical, observant, curious, and realistic, I'm a designer who went from making furniture to crafting websites. I'm passionate about classical music and art, CSS animations & corgis lover.

## Experience

September 2022 - Present | Amsterdam, NL.

### Reaktor BV - Software Developer

Since Reaktor is a consultancy, our projects tend to be big and long-lasting.

My latest client was IAGL and I was part of a team responsible for building and maintaining the Order flow of their Reward platform, which means, ensuring the users can add products to their basket and successfully make a purchase. We implemented a "multi-product" basket and improved the UX overall, working closely with stakeholders and designers. Read more about this project [here](#).

October 2021 - August 2022 | Amsterdam, NL.

### BALR - Front-End Developer

BALR is a fashion brand based in the Netherlands. I joined their dev team to build the new e-commerce experience and maintain the existing store, trying to move to a headless ecosystem. My tasks included: Creating new templates using liquid, vuejs, and CSS, creating custom scripts to work with internal services, and ensuring good UX practices.

January 2019 - October 2021 | Amsterdam, NL.

### Bannerboy - Creative Developer

Bannerboy is a digital production company whose main focus is to craft online ads and content. Some of my tasks included: developing online ad experiences using GSAP, JS, CSS, SVG, and Canvas, developing internal tools to improve our workflow using NodeJS and React, and creating their internal design system using Figma and Storybook.

February 2017 - September 2018 | Copenhagen, DK.

### Tiny Rhino - Designer / Dev Intern

TinyRhino focuses on creating prototypes and MVPs for small businesses and startups so they can validate their ideas. My tasks included: meeting with clients to gather requirements and propose solutions, creating wireframes, and designing and implementing UI elements using HTML, CSS, and ReactJS.

August 2011 - January 2017 | Monterrey, Mexico.

### Furniture maker, UX/UI designer, startup co-founder

Transitioning from analog to digital design allowed me to wear many hats. If you are curious to hear more about it let's chat!