

EXPERIENCE

Daltum System (CONTPAQi) - Visual UXUI Designer

March 2022 - Current

Conducted visual design and branding analysis to ensure consistency across the company's digital products, ensuring a strong visual identity aligned with branding guidelines. Developed and maintained style guides and design systems for scalable UI components in Figma, Adobe Illustrator, increasing the design efficiency across teams. Conducted analysis of digital products using Optimal Workshop tools and led user interviews to gather actionable insights. Specialized in UI component development, including first-click testing, card sorting, and tree testing. Developed both low and high-fidelity wireframes and prototypes in Figma, designed components for scalable design systems, and provided Figma training for Product Owners. Skilled in applying Design Thinking methodologies.

Venteks - Visual UXUI Designer

July 2018 - april 2022 · 3 years and 10 months

Led the end-to-end design and development of websites and applications from concept to launch. Applied Design Thinking phases to streamline user-centered design processes and conducted usability testing with end-users. Proficient in WordPress (Elementor + Plugins), HTML, CSS, and creating low- and high-fidelity wireframes in Figma.

Provida - Graphic Designer

July 2017 - june 2018 · 1 year

Designed a variety of branding assets, including social media graphics, business cards, logos, and print materials. Developed cohesive branding strategies and maintained consistency across digital and physical media.

COURSES

- Introduction to Web Accessibility (edX - W3Cx): Gained foundational knowledge in accessible design principles for creating inclusive digital experiences.
- UX & Front-End Development (Bedu): Developed skills in web design and digital content creation with a focus on user experience and multimedia resources.
- Digital Product Design with Lean UX (Domestika): Applied Lean UX methodologies to streamline design processes and create user-centered products.

EDUCATION

Bachelor's Degree in Lic. en diseño para la comunicación gráfica (Centro Universitario de Arte Arquitectura y Diseño, Universidad de Guadalajara)

ABOUT

With over 7 years of dedicated experience in user-centered design and digital product development, I am a creative, proactive, and results-driven UX/UI designer. My strengths lie in crafting intuitive user interfaces, conducting usability testing, and employing Design Thinking to deliver solutions. I am passionate about creating experiences that resonate with users and drive product success.

SKILLS

Visual Design – Designed high-fidelity prototypes and interactive wireframes to visualize user flows and demonstrate design concepts to stakeholders.

Prototyping & Wireframing – Proficient in translating concepts into interactive prototypes and wireframes.

Design Systems & Atomic Design – Experienced in building and maintaining scalable design systems and applying Atomic Design principles.

Usability Testing – Conducted usability testing sessions to identify pain points.

Design Thinking & Lean UX – Practiced in Design Thinking methodologies and Lean UX principles to foster user-centered solutions.

User Research – Conducting user interviews, surveys, and usability tests to validate design decisions.

TOOLKIT

- Figma & FigJam
- Optimal Workshop
- Adobe Illustrator & Photoshop
- HTML/CSS