



Professional Profile

Bachelor's degree in Design and pursuing a licentiate degree in Advertising Design. Passionate about design and its ability to influence minds and change worlds. I am an enthusiastic advocate for inclusivity, believing in design's capacity to bring people together. My skills blend creativity with a strong technical foundation. My commitment is centered on achieving my clients' commercial objectives, and my leadership abilities bolster my dedication to excellence in every project.

Skills

Branding
Graphic and visual design
Web design
HTML & CSS
Social media
Art direction
Prototyping
User interface
Video editing
Design systems
Design Thinking
Photography
Copywriting
Bilingual (C2 English/Spanish)

Tools

Photoshop
Illustrator
Adobe XD
Figma & Figjam
Premiere Pro
InDesign
Lightroom
Keynote
Notion
Asana
MindNode
Milanote
Wacom Tablet
Pen & paper

Experience

UX Designer

Excel SoftSources | San José, Costa Rica (July 2021 - to date)

Design concepts for digital products and provide stakeholders with advice about usability and experience for their current products.

UI Bootcamp Facilitator/UX Writer and Editor

Interaction Design Foundation | UAE (Feb 2022 - Sept 2023)

Collaborated designing courses and educational material for aspiring designers, plus helping students through live lectures and mentoring sessions during the bootcamp period. Wrote and reviewed UX articles and courses.

Freelance Digital Designer

Self Employed | San José, Costa Rica (2019 - to date)

Freelance designer, working with media companies designing UX products, and providing branding and web design services to female entrepreneurs and NGOs.

Senior Graphic Designer

OpCommsHQ/PlaySafeHolding | South Africa (2009-2019)

Designed new mockups for website layouts that improved user experience and worked with stakeholders developers and product managers to develop new websites and game skins. I also was in charge of the brand design for several game brands.

Education

2024. Universidad Hispanoamericana, Costa Rica

Licentiate Degree in Advertising Design

2022. Coursera. Google Professional Certificate in UX Design.

2001. Universidad Americana, Costa Rica

BA in Advertising Design

2015. The Photography Institute South Africa

Professional Photography

2000. University of Costa Rica

Graphic Design and Corporate Image

Awards

Adobe Residency Community Fund

Selected to participate in the Adobe Residency Community Fund project during July 2020. The project consisted on using Adobe XD to prototype an app that improves written communication in Spanish