

About me

I am a UX/UI Designer with 3 years of experience, specializing in creating intuitive, user-centered experiences. Skilled in research, prototyping, and visual design, I focus on optimizing processes, improving user satisfaction, and increasing engagement through efficient and scalable solutions.

Portfolio: www.solqcdesign.com

Skills

- Design Systems
- Management and development of style guides
- Low, medium, and high-fidelity wireframes
- Information architecture
- User-centered design
- Interactive and visual design
- User research
- Usability testing
- Team collaboration
- Task management: Notion, Trello; collaboration: Teams, Slack

Certifications

- UX/UI Design
- Figma
- Illustrator & Photoshop
- HTML and CSS

Languages

- Native Spanish
- Intermediate-Advanced English – B2/C1

Social Media



Experience

Avanxa

November 2023 - At Present

- Led the UX audits and continuous improvements on profiles, user flows, and study platforms at Avanxa.
- Designed interactive prototypes and optimized forms through usability testing, increasing engagement by 56%.
- Collaborated with development teams to implement solutions aligned with business objectives, achieving an NPS of 73%.
- Led the redesign project and am responsible for all visual and written content across Avanxa's three platforms: website, edX, and Moodle.

SQDesign

August 2006 - At Present

- UX/UI consulting for Pulshitec, providing guidance in the creation of user-centered interfaces, prototype design, and usability testing.
- Design and layout of educational materials, such as yearbooks and school magazines.
- Collaboration on stationery projects for Alfa Deportiva in Mexico, adapting designs to wardrobe dummy formats.

Medible

March - October 2023

- Led workshops and focus groups to identify needs through user research.
- Developed benchmarking, conducted interviews, and created personas to guide the design process.
- Conducted interviews, user testing, and analysis of insights, covering the entire research cycle for user-centered design.
- Designed low to high-fidelity interfaces and refined user stories with the development team.

Studies

Master's in Art and Design Research with a specialization in Visual Creation

Universitat Autònoma de Barcelona, Spain | 2019

- Strong research and analytical skills to develop user-centered innovative solutions, with a focus on deepening Design Thinking methodologies.

Bachelor's in Education with a specialization in Visual Arts

University of Concepción, Chile | 2002

- Solid foundation in artistic techniques, visual content creation, and pedagogical skills to communicate effectively through visual design.

Avanxa

- 2024, Google Analytics 4 Course: Understanding and Managing User Behavior on Your Website

Coderhouse

- 2024, Customer Experience (CX)
- 2022, Certifications in UX/UI Design, UX Writing, and key tools like Figma and Adobe.
- 2022, Skill development in interface creation, experience design, and usability testing.