

Mirta Marisol Quijada Carvajal

UX/UI Lead | Accessibility, Ethical Design & Digital Innovation Specialist

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Professional Summary

Multidisciplinary professional with 10+ years of experience leading digital products, with a strong background in cultural project management, educational leadership, and institutional artistic strategy. Specialized in accessibility, ethical design, and conversion-centered user flows. Currently leading the full redesign of learning platforms at **Avanxa**, achieving +56% user engagement and an NPS above 73. I blend UX research, critical thinking, and strategic vision to build scalable, inclusive, and high-impact solutions, aligned with both human experience and business goals.

Key Skills

- **UX/UI Design:** Design systems, information architecture, low-to-high fidelity prototypes, responsive and interactive design, inclusive and accessible design (WCAG).
 - **UX Research:** Usability testing, empathy maps, personas, CJM, collaborative workshops, focus groups, and design sprints.
 - **Tools:** Figma, Adobe CC, Miro, Optimal Workshop, Notion, Trello, Slack, Teams, HTML & CSS.
 - **Soft Skills:** Strategic UX leadership, ethical thinking, effective communication, teamwork across multidisciplinary teams.
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Professional Experience

UX Lead | Avanxa

Nov 2023 – Present

- Led UX audits and redesigns focused on accessibility, conversion, and efficiency across platforms (edX, Moodle, corporate website).
- Increased user engagement by 56% through optimized key flows and forms.
- Coordinated closely with dev teams to implement improvements aligned with business goals, achieving an NPS over 73.
- Advocated for inclusive and transparent design, enhancing the experience for users with special needs.

Freelance UX/UI Consultant | SQDesign

Aug 2016 – Present

- Delivered UX consulting for clients like Pulshitec (usability testing, wireframes, interface refinements).
- Created visual and educational materials across Latin America, applying inclusive design principles.
- Developed visual identity systems for brands (e.g., Alfa Deportiva, Mexico), adapted to both digital and physical products.

UX Researcher & Designer | Medible

Mar 2023 – Oct 2023

- Led end-to-end UX project for Telefónica Chile.
 - Conducted workshops and focus groups to gather key user insights.
 - Performed benchmarking, interviews, persona creation, and iterative usability testing.
 - Designed responsive interfaces (low to high fidelity) and wrote user stories for development.
 - Designed flows integrating AI functionalities into the Medible Go! app.
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Previous Leadership & Project Management Experience

President & Co-founder | Aleación.925 (NGO)

Hidalgo, Mexico – 2005–2010

- Led strategy and creation of an NGO focused on promoting art for children and youth.
- Secured funding from private and corporate sources to ensure project sustainability.
- Planned and executed cultural events, managing logistics and community engagement.
- Built strategic partnerships to expand the educational and cultural impact.

Academic Consultant for Arts Programs | Government of Mexico

Hidalgo Arts Center – 2003–2004

- Advised on curriculum development for artistic careers in coordination with the Ministry of Culture.
 - Designed academic offerings, developed profiles, and ensured program quality.
 - Worked with cross-institutional teams to align educational goals with cultural policies.
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Education

Master's in Art and Design Research (Visual Creation)

Universitat Autònoma de Barcelona – 2019

Bachelor's in Education – Visual Arts

University of Concepción – 2002

Strong foundation in human behavior and educational principles applied to experience design.

Certifications

- **Google Analytics 4** – Avanza, 2024
 - **Customer Experience (CX)** – Coderhouse, 2024
 - **UX/UI Design & UX Writing** – Coderhouse, 2022
 - **Design Tools (Figma, Adobe Creative Suite)** – Coderhouse, 2022
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Languages

- Spanish: Native
- English: Upper-Intermediate (B2/C1)