

SOFIA WANCHO

UI/UX Designer · Visual Designer · Creative Technologist

Mexico · mundoodles@gmail.com · [Portfolio: sofia-wan.me](https://sofia-wan.me)

PROFILE

Creative and detail-driven UI/UX Designer with 5+ years of experience crafting intuitive, visually compelling digital experiences across fintech, brand, and animation. Equally at home designing pixel-perfect interfaces in Figma, building out design systems, or producing social media campaigns from scratch. Brings a unique edge through a professional background in illustration, 2D animation, and motion graphics — and a genuine love for the craft at every fidelity, from rough wireframe to final pixel.

SKILLS & TOOLS

- ▶ Figma (Prototyping, Components & Design Systems)
- ▶ Adobe Creative Cloud (Photoshop, Illustrator, After Effects)
- ▶ WordPress & Web Design
- ▶ UI/UX Design Principles & Wireframing
- ▶ Motion Graphics, GIFs & Social Media Assets
- ▶ Brand Identity & Visual Design
- ▶ AI Tools: Claude, Gemini, Midjourney
- ▶ HTML, CSS & Python (enthusiast)
- ▶ Blender (3D)
- ▶ Illustration & Concept Art

WORK EXPERIENCE

UI/UX & Design Generalist | **Suma Wealth** *September 2023 – Present | Remote*

- Rebranded the company's app visual identity, driving a 30% increase in app engagement and brand recognition.
- Slashed production costs by 20% over 16 months by insourcing design work previously outsourced.
- Delivered 80+ design assets monthly across 4 simultaneous projects — maintaining quality under tight timelines.
- Built wireframes, user flows, and interactive Figma prototypes for stakeholder reviews and developer handoffs.
- Designed pitch and investor decks, event materials, and print collateral as the company's in-house design generalist.
- Created social media campaigns end-to-end — from concept and visual identity to final deliverable assets.
- Collaborated closely with product managers and engineering teams to align UI with branding and product goals.

Background & Prop Artist | **Demente Studio** *2024 – 2026 | Guadalajara, Mexico*

- Contributed background and prop artwork across 3 separate animated projects, serving as the sole background designer on one.
- Consistently delivered 10–15 production-ready assets per week across projects with distinct visual styles.
- Worked collaboratively with art directors and creative leads to meet production schedules.

Web Designer (Volunteer) | **United Artists of Animation and Interactive Media (U-AAIM)** *2026 – Present*

- Designing end-to-end UI and a cohesive design system for a full website redesign.
- Creating wireframes for new sections including open roles and volunteering pages.
- Building and deploying the redesigned site using WordPress.

Background Artist | **Mighty Studio** *November 2022 – January 2023*

- Designed and painted backgrounds for Cartoon Network Latin America's animated series "Rey Misterio vs La Oscuridad."

- Delivered 10+ production-ready backgrounds per week while meeting strict studio deadlines.
- Collaborated directly with art directors through iterative review cycles.

2D Artist | **Team Toon Studio** *January 2022 – November 2022*

- Created and painted backgrounds for the YouTube animated series "Tuttle Twins."
- Worked as concept artist, developing props and location concept art.
- Partnered closely with the show's art director throughout production.

Graphic Designer (Mid-Level) | **Suma Wealth Inc.** *January 2021 – January 2022*

- Art directed and executed design for multiple high-impact marketing campaigns.
- Produced social media content including posts, animated GIFs, and motion graphic videos.
- Designed and developed the "Dinero Fest" campaign — including both visual identity and web presence.
- Built a fully branded virtual event world in Remo from concept to launch.

EDUCATION

Diploma, UI/UX Design | **UVM** *2025 – 2026* | *Mexico City, Mexico*

Associate of Arts, Animation | **Vancouver Film School** *2020 – 2021* | *Vancouver, Canada*

BBA, Digital Graphic Design | **CETYS Universidad** *2015 – 2019* | *Mexicali, Mexico*

LANGUAGES

Spanish — *Native (C2)*

English — *Native / Bilingual (C2)*

French — *Intermediate (B1)*

ADDITIONAL

Illustration professional · Blender enthusiast · Loves programming (HTML, CSS, Python) · Familiar with AI-assisted creative workflows (Claude, Gemini, Midjourney)