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Cali, Colombia

Professional Profile

Interactive Media Design student at ICESI University, specializing in UI/UX design and front-end development. Competent in HTML, CSS, JavaScript, and React.js, with experience creating intuitive and visually appealing interfaces. Currently expanding my knowledge in Astro and refining my skills in Figma, focusing on design systems and interactive prototypes. Passionate about transforming ideas into functional digital experiences, combining creativity and technology to enhance user interaction.

Education

2021-2026   **ICESI University**
Bachelor's Degree in Interactive Media Design

Work Experience

Feb 2025 - Present INNLab
UI Designer & Front-End Developer

- Design intuitive interfaces for an innovation measurement tool and a recommendation system powered by AI using Figma.
- Develop the platform's front-end with React.js, ensuring a smooth and efficient user experience.

Sep 2022 - Present Immersive
Community Manager

- Manage social media for multiple clients, including hotels in various cities across Colombia.
- Develop content strategies to increase engagement and brand visibility.
- Design and edit visual content using Canva, Illustrator, and Photoshop to optimize each client's identity.
- Analyze metrics and trends to enhance the performance of digital campaigns.

Sep 2024 - Dec 2024 Bancoldex
UX/UI Designer

- Conducted UX research for the redesign of Conecta Digital.
- Designed optimized and accessible interfaces in Figma, focusing on usability and visual identity.
- Project selected as one of the two winning proposals for implementation at Bancoldex.

Mar 2023 - Jun 2023 TEApoyamos
Web Developer

- Designed and developed the "About Us" section of the foundation's website using WIX.
- Implemented an intuitive and accessible interface aligned with the organization's visual identity.
- Optimized navigation and content structure to enhance the user experience.

Hard Skills

- **UI/UX Design:** Creation of intuitive interfaces and user-centered experiences and prototyping and design system implementation.
- **Design Tools:** Figma, Illustrator, Photoshop, Canva.
- **Front-End Development:** React.js, Astro, HTML, CSS, Tailwind CSS.
- **Social Media Management:** Creation and execution of social media content strategies.

Soft Skills

- Leadership.
- Creative thinking.
- Teamwork.
- Effective communication.
- Adaptability.
- Problem analysis and solving.

Additional Information

Languages   Spanish (Native), English (B2 Level).