UX | UI Designer

I'm Melissa with over 2 years of experience creating digital solutions for companies like Deepwell, Sunset Tango, and Integration AI. I am driven by a deep understanding of user needs to transform them into intuitive and functional designs.

My experience includes project management with customers and effective collaboration in multidisciplinary teams, where I balance functionality with innovative aesthetic proposals. I am characterized by my autonomous learning and constant updating in digital design trends.

I invite you to explore the projects that have shaped my professional career. **PORTFOLIO**

↱Website

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in ormelissa

Work Experience

01 DeepWell
UX | UI Designer
July 2024 | January 2025

- **Led** complete redesign of digital Auction platform (Asset Auction House), optimizing user experience and increasing participation by 40%, through implementation of intuitive bidding flows and real-time auction monitoring
- **Developed** and **implemented** scalable UX architecture for Digital Auction Platform, reducing implementation time by 20% through standardized component library and comprehensive design system
- **Executed** Antoni Barcelona platform redesign, improving user satisfaction by 30% by aligning interface with brand identity and optimizing information architecture for better usability, including enhanced product visualization and streamlined checkout process

02 SUNSET TANGO
UX | UI Designer
August 2024 | January 2025

- **Developed** complete WordPress website with custom administrative system for brand and store management, improving operational efficiency
- **Designed** intuitive interface that optimized collaboration between team members and reduced response times
- **Implemented** UX-centered architecture prioritizing simplicity and ease of use, resulting in enhanced user experience
- **Created** administrative panel enabling efficient management of multiple brands and products in a single platform

03 INTEGRATION-IA
UX | UI Designer
Freelance projects

- **Designed** custom CRM for Uruguayan rice company
- **Designed and developed** a website for aesthetics platform of courses and events, including user flows, interaction design, and complete functionality mapping
- **Collaborated** closely with stakeholders, development team and end users to refine product
- **Implemented** solutions based on direct user feedback

04 GON S.A.S.
Designer
April 2022 | April 2024

- **Led** architectural projects from proposal to implementation, creating designs that balance form and functionality
- **Conducted** user research to create spaces optimizing user interaction and final user experience
- **Led** team that won 6 university contracts in Bogotá totaling 1.5M USD
- **Developed** proposals consistently meeting established budgets and timelines

Education

Universidad de La Salle, Bogotá - Col
Bachelor Degree in Architecture focus on Design
2017 –2021

Skills

UX | UI Design
Interaction Design
Product Design
User Research
Design Systems
Design Process
Prototyping

Figma
Suite Adobe
Adobe XD
HTML
CSS

Problem Solving
Team Work
Attention to Detail
Empathy

Languages

Spanish (Native)
English (B1)

Recognition

2023 –2024
Platzi
User Centered Design
User Research
Advanced Figma
Design Sprint
Mobile Interface Design
Design Thinking