



# MARÍA JOSÉ ARIAS

## INTERACT VE DESIGNER

I'm a designer in love with the beauty of simplicity and detail, minimalism focused on particularities.  
Designer and developer passionate about creating more engaging user experiences through problem-solving and aesthetics

### EDUCATION

2017 ● BsC Interactive Media Design  
Icesi University, Cali (2017 - 2021)

### WORK EXPERIENCE

2020 ● Centro LEO - Universidad Icesi  
Creative Designer (Jun 2020 - Present)  
Created branding guidelines and applied the visual language on digital communication pieces, create digital content, community manager.

2019 ● Freelance UX/UI Designer  
Freelancer (Jan 2019 - Present)  
Design user experience, interfaces and prototyping for digital products on various platforms such as web and mobile and smart objects.

2018 ● Dibujando Sonrisas - Universidad del Valle  
Creative Designer (Nov 2018 - Dic 2018)  
Design graphic and digital communication pieces, create digital content, community manager.

### LEADERSHIP

2020 ● Güinev Student Association  
Project Manager and Marketing Director (Jan 2020 - Present)  
Events organization and team management for supporting and improving both the Interactive Media Design program from Icesi University and the students professional development.

2020 ● 418 Lab  
Interaction Designer (Jan 2020 - Present)  
Developed products with new technologies (wearables and IoT) that mix design, art and interactivity.

### Contact

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### SKILLS

Personal	Technical
UX/UI Design	Adobe Illustrator
Interaction Design	Figma
User Research and Insights	HTML/CSS
Web frontend developer	Github / Git
Solution Oriented	Javascript
Problem solving	Unity

### ACHIEVEMENTS AND CERTIFICATIONS

2020 ● Git and GitHub Professional Course (Aug 2020)

2020 ● Online Web Development Course (July 2018)

2020 ● Responsive Design Course (July 2018)

2017 ● Bachelor scholarship (Jan 2017 - Dec 2021)

### HOBBIES AND INTEREST

photography

Data Science

Music

Teaching