

Marisol Azofeifa

Senior UX Architect

EXPERIENCE

Senior UI/UX Designer

Totem

Sep 2020 - Present, Costa Rica

Directly collaborated with product team to prototype, design and deliver the UI and UX experience with a lean design process. Some clients: Banco Pichincha, Cargo Expreso Logistics, ICafé, Ecom

My main functions

- Lead the UI design with the accountability of the design system, collaborated with product and development teams on core projects to improve product interfaces and experiences.
- Direct and design different workshops and metrics
- Carry out usability tests on products.
- Generate wireframes and design systems
- Work on mockups in figma for interactions
- Collaborate with the development, business and design team
- Maintain Hand-off documentation for different projects
- QA Code Review with development for the correct implementation of the design system
- QA create test plans and test cases.

Travel Retail Designer

Grupo Britt

Nov 2018 - Sep 2020, Costa Rica

Design of different stages, coordination of design, construction and logistics, coordination with the departments, execution and compliance with budget and objectives, relationship with the client and suppliers, management of personnel and equipment.

Projects: Industrial Design Bakery Kitchens and Layouts Rebranding CDMX Chain in Mexico International Airport, Patios Food at Costa Rica's AISJ Airport Food and Beverages, Daniel Oduber International Airport Coordination of architecture and design Juan Santamaría International Airport

Designer

Wild Brews, Branding

Nov 2014 - Present

Logo design and brand management, illustrations for content of the different products in social networks

marisolazofeifa@gmail.com

+506 83031136

Heredia, Costa Rica

Industry Knowledge

Product Design

User Interface

User Experience

Interaction Design

Wireframing

Rapid Prototyping

Design Research

3D Modelling

Design Thinking

Tools & Technologies

Figma, Sketch, Google

Analytics, Adobe Creative

Suite tools, Maze, Sprig.

Revit,

Other Skills

HTML, CSS, Javascript,

SASS, Tailwind

Languages

Spanish (native)

English (professionnal)

Social

[linkedin.com/in/marisol-azofeifa](https://www.linkedin.com/in/marisol-azofeifa)

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EXPERIENCE

Mid Project Architect

NorteSur

2016-2018

I was in charge of the client relationship, design process, cost estimation with large scale project like Telecable headquarters and main building of ACIB, Liberia

Project Architect

Arquitectura Integral

2014-2016

Wood architecture and design projects of different scales. Architecture Biennial. Construction in wood system
<https://www.bienalcostarica.com/p-aa-0164-18.html>

Jr Architect

Gensler, Architect

2013-2014

I worked for companies like Starbucks, designing and planning stages for various Latin American projects, mainly in Mexico City. Also our team won Gensler Innovation Awards 2013 Latin America Design Process & Exchange

EDUCATION

Web Development

Univerdad Fidelitas

2023

UX-UI

The Interaction Design Foundation

2020

Architecture

Universidad Veritas

2007 - 2013, Costa Rica

CERTIFICATIONS

- Intro to Programming Nanodegree, Udacity Computer software and multimedia applications
- Scrum Master Professional Certificate SMPC ID CLRPNFNQYY-LLJKKLZV-XHTMYMCMWT
- Design Thinking, IDF ID 90860-2021-485228
- Service Design: How to Design Integrated Service Experiences, IDF ID 90860-2021-514161
- Web Design for Usability, IDF
- Mobile User Experience (UX) Design IDF
- UX Management: Strategy and Tactics
- UX Design, Udacity

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