

Helena Contreras García UX/UI & Visual Designer

Visual Designer with 10+ years of experience, now focused on UX/UI and user-centered product design. Brings a strong visual and systems-thinking background to designing clear and accessible digital products across web and mobile.

 México

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Professional Experience

UX/UI Designer Track My Chores Mobile App

Remote | August 2025–Present

- Reduced family conflict through transparent task flows by creating a mobile chore-tracking system that replaces verbal reminders with verifiable task completion and approval states.
- Led end-to-end product thinking and UX execution including problem definition, user research with parents and children, persona development, journey mapping, and usability-focused user flows.
- Translated behavioral insights into intuitive interfaces using low- and high-fidelity prototypes in Figma, emphasizing clarity, fairness, motivation, and age-appropriate interactions. The product is currently in development, with launch planned for 2026.

UX/UI Designer CEPPEMAC Website

Remote | 2025–Present

- Translated clinical expertise into digital trust by leading the design of CEPPEMAC's first professional website, transforming complex psychological and psychiatric services into a clear, approachable, and credible digital experience.
- Structured information to reduce cognitive overload through content hierarchy, information architecture, and user flows that guide parents and professionals with confidence.
- Aligned business goals with user needs by designing scalable layouts and conversion-oriented pages prepared to support service discovery and future online course sales. The platform is scheduled to launch in 2026.

UX/UI & Design System Redesign Grupo Rfácil

Remote | 2025

- Led a rapid interface modernization for a mission-critical enterprise platform.
- Defined and delivered a unified design system, standardizing visual patterns across legacy modules to reduce fragmentation and improve clarity for high-stakes administrative and financial workflows.
- Produced production-ready UI assets under an accelerated timeline, enabling immediate development and supporting critical stakeholder presentations.

Visual Designer & Marketing Oasis Realtor

Remote | 2024-2025

- Designed digital content and real estate photography assets, led a corporate visual identity redesign, and collaborated with marketing stakeholders to align visual communication with business goals.

Visual Designer & Marketing Assistant FORTEM Capital

Remote | 2019-2021

- Developed branding systems, digital and print advertising materials, social media content, and commercial presentations for hospitality and commercial properties.

Core Skills

Design Skills

Investigación de usuarios

Pruebas de usabilidad

Journey Mapping

Arquitectura de la información

Flujos de usuario

Jerarquía visual

Sistemas de diseño

Diseño de interfaces de alta fidelidad

Design Thinking

Diseño centrado en el usuario

Wireframing

Tools

Figma Photoshop

Illustrator Lightroom

ChatGPT Google Suite

Microsoft Teams

Education

UX/UI Design Certification

Universidad TecMilenio - 2025

Bachelor's Degree in Psychology

Universidad Latinoamericana - 2018

Bachelor's Degree in Graphic Design and Digital Animation

Universidad TecMilenio - 2013