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México



# KARLA AGUIRRE

@KARLEARTTE

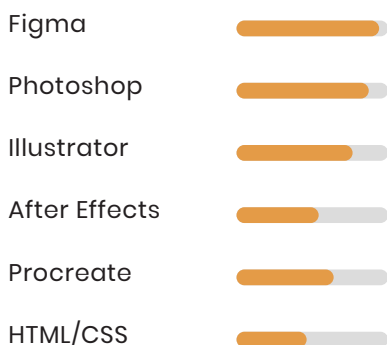
UI/UX SENIOR & GRAPHIC ARTIST

## Education

**2010 - 2014**  
**University of Professional Development (UNIDEP)**  
Bachelor's Degree on Graphic Design & Multimedia

## My Expertise

### Professional Skills



### Language

English	★★★★★
Spanish	★★★★★

## Profile Info

+10 Years of design experience. Active and continuous learner. A perfectionist very punctual on my assignments. Team or solo are both great for me. I have experience making e-commerce, website and app designs. Passionate about gaming.

## Work Experience

- 2024 - 2025**  
MEX, 9m

**Senior Interaction Designer (remote) | HCLTech**  
Joined project USAA, an insurance, banking and retirement agency for veterans and their family. Here I designed multiple user interfaces and problem solving solutions for Legacy and Modern design using accessibility guidelines for Desktop and Mobile Apps. This doing daily reports and meetings with the team and with the clients, showing the current status of efforts, to do list, meeting notes and screenshots of design progress.  
 Figma | Slack | UserZoom | Adobe Suite | Zoom
- 2019 - 2024**  
MEX, 5y

**UI/UX Senior Specialist (remote) | Hermes Systems**  
Joined the e-commerce projects: Deportes Marti and Pits2GO. Deportes Marti is a sporting goods store, looking for new ideas to help people enjoy sports, and Pits2GO automotive supply store, on their way to a much modern page, this is where I came up and made UX Reports and Redesigned their page focusing on what the user wants to see and buy, basing on User Research by Baymard Institute. I updated their UI and with the design team we created new ideas like Shoe Finder for Marti, a dynamic form inside the page where you can find your perfect fit, I also animated their pet Pingu and edited for spotlight some graphic design resources. Made user testing with Hotjar and updated pages with HTML/CSS. I also recreated the icons and some graphic resources for Pits2GO, updated their Legacy and New web design, updated it for Kiosks, made animations and updated their home, product description, product list pages and more.  
 Figma | VTEX | Hotjar | Analytics | Adobe Suite
- 2018 - 2019**  
ILM, 1y 6m

**Chief Design Officer (remote) | Swift Technologies**  
I was the design leader and constantly communicated with the developers team to create multiple projects being: Fotes, Open Hands, Taggcar, NoNeed, and more. Fotes was an social app to share voice notes inside photos, aiming to help musicians share their ideas and help them feel heard. Open Hands is an app created for people in need and solve the food waste problem on restaurants. Taggcar was an app used for college students to share and help with transportation for more students. For these projects and more I created all the visuals, from the Logo, Pitch Deck, App store screenshots to the Animations, Illustrations, Website and App designs.  
 Figma | Procreate | Sublime text | Wamp



/KIAP91

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April 17, 2025

## LETTER OF RECOMMENDATION

### KARLA AGUIRRE

To Whom It May Concern,

It is with immense pleasure that I recommend Karla Aguirre as a UI and graphic designer. I had the opportunity to work with Karla as their manager at USAA. During her contract, she consistently impressed me with her positive attitude, work ethic, and collaborative spirit.

Karla is a skilled designer who excels at producing high-quality work within reasonable deadlines. Her designs are intuitive, aesthetically pleasing, and effectively meet project requirements. She has extensive experience with Figma, the Adobe Creative Suite and quickly learns new programs as needed.

She worked entirely remotely during her contract with us and was always readily available and proactive in communication. She is fluent in written and spoken English, making it easy to discuss complex technical requirements.

Beyond her technical skills, Karla is a true pleasure to work with. She is a team player, always willing to collaborate and contribute to a positive work environment. She is proactive, resourceful, and adept at problem-solving. Her ability to manage her workload with minimal oversight, combined with her communication skills, makes her an invaluable asset to our team.

I am confident that Karla would be a valuable addition to your team. Please feel free to contact me if you have any further questions.

Sincerely,

Elizabeth Guerrero Gregory  
Design Director, USAA  
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(210) 414-7952