

# María Jesús Navarro Varela

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## Profile

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Professional in Advertising Design with 10 years experience actively listening to customers in support environments who—combined with training in UX/UI and skills in assertive communication, problem solving, results orientation, and adaptability—focuses on delivering clear, functional, user-centered solutions that support an organization's strategic goals.

## Experience

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### Customer Service Representative, Foundever

July 2023 – October 2025

- Build a structured snippet library integrated to internal CRM Knowledge Articles to reduce time response and increase operational efficiency
- Identified recurring user's pain points and escalated technical issues through internal tracking systems (JIRA) that contributed to product improvements.
- Analyzed user interactions on a high-traffic digital banking platform to identify friction points and usage patterns

### Spanish Medical Interpreter, Language Line Solutions

November 2018 – July 2021

- Facilitated real-time communication between limited-English-proficiency customers and service providers to ensure accurate understanding that could affect critical decisions
- Processed complex information and determined accurate interpretations under time constraints to maintain precision in urgent situations.
- Adjusted communication approaches across diverse cultural contexts to prevent misunderstandings and preserve message intent, tone and meaning

## Certifications

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- Figma Basic Certification - 2025, Visual Thinking Academy
- Figma Advanced Certification - 2025, Visual Thinking Academy
- Professional specialization in Creative UX/UI: User Experience, Interface and Business Design - 2025, LCI Veritas, San José

## Core Skills

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Wireframing, Prototyping, UX Research, Affinity Designer Suite, Cross-functional Collaboration

## Education

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### Bachelor's Degree in Advertising Design

Universidad Americana, 2013