

Luzmila Quezada Pajares UX Designer · Product Design & UX Engineering

Location: Trujillo, Peru / Open to Relocation to Germany

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Portfolio: [Link](#) | **GitHub:** [Link](#)

Linkedin: [Link](#)

PROFESSIONAL EXPERIENCE

- 11/2025 – 01/2026 | **Freelance Product Designer Notaría Pajares Alva** – Trujillo, Peru * Led the digital transition of a traditional legal institution by designing an institutional web platform.
- Developed a custom pre-appointment system to optimize document reception and work-flow efficiency.
- 08/2025 – 11/2025 | **UX Engineering & E-commerce Intern Simaru (Eco-friendly brand)** – Germany / Remote * Developed a high-fidelity web app prototype using React.js and Firebase, focusing on scalability and user experience.
- Implemented custom React hooks and managed global state (Context API) to ensure data persistence and seamless cross-selling.
- 01/2023 – 08/2025 | **Graphic & Lead UX Designer Simaru (Eco-friendly brand)** – Germany / Remote * Spearheaded the visual identity and branding for the parent brand and its sub-brand Amarumi.
- Managed packaging, visual merchandising, and multi-channel marketing assets, ensuring aesthetic coherence across all touchpoints.
- 03/2019 – 12/2022 | **Freelance Graphic Designer & Artist in Residence Independent Practice** – South America & Europe * 2022 (February) Exhibitor and Watercolor Workshop at MAC (Quito) / (May–July): European Exhibition Tour. Exhibitor at Crack Festival (Rome), Tollwood (Munich), and Ca.Co Festival (Bari).
- 2020–2021: **Transitioned Radiocat to a digital sales model** during lockdowns; managed branding, online logistics, and self-managed publishing. Worked as freelance graphic designer.
- 09/2016 – 12/2019 | **Artist Residencies in Colombia** (Casa Meteorito/Mutante) and Ecuador (Rey Neblina). Produced community-focused visual arts and editorial projects.
- 03/2016 – 08/2019 | **Art Assistant & Instructor Mundo Papel Studio** – Lima, Peru * Led visual production for artisanal materials using silk-screening and bookbinding.
- Instructed professional workshops on visual arts and creative problem-solving.
- 07/2015 – 03/2019 | **Co-Founder & Creative Producer Proyecto Planetario (Cultural Collective)** – Lima, Peru * Managed logistics, visual identity, and production for monthly large-scale cultural events featuring music and art workshops.
- 10/2014 – 09/2015 | **Freelance Graphic Designer (Branding) Notaría Pajares Alva** – Trujillo, Peru * Created the original visual identity and branding system that remains the institution's core image.
- Designed and supervised the production of physical merchandising, stationery, and brand collateral.
- 02/2014 – 11/2014 | **Kitchen Assistant Sato Ramen** – Lima, Peru * Supported daily operations and teamwork in a high-pressure, fast-paced environment.
- 03/2011 – 12/2012 | **Junior Graphic Designer (Art Direction) Borrador Editores** – Lima, Peru * Designed book covers and led the visual launch of the “Elepé” editorial line for young writers, inspired by vinyl aesthetics.

EDUCATION

12/2024 – 12/2025:	Professional Career in App Development Coderhouse (React & React Native)
12/2023 – 01/2025:	Professional Career in UX/UI Design (Advanced) Coderhouse
01/2013 – 12/2015:	Intensive Fashion Design Program CEAM , Peru
03/2007 – 07/2012:	Bachelor in Communication & Advertising UPC , Peru

SKILLS & LANGUAGES

Product & UX Design: Wireframing, Prototyping, Design Systems, Accessibility (WCAG).

UX Research & Strategy: User Journey Mapping, Lean UX Canvas, UX Auditing, Prototype Testing, Information Architecture (Card Sorting, Tree Testing).

UX Writing: Copywriting for Interfaces, Voice & Tone Definition, The Golden Circle Framework, Tone Mapping.

Tech: React.js & React Native, JavaScript (ES6+), HTML5, CSS3, Tailwind CSS, Firebase, SQL, Git/GitHub, APK

Adobe Creative Suite: Photoshop, Illustrator, InDesign (Expert), Lightroom (Advanced Photo Retouching), Premiere Pro, After Effects (Motion Graphics).

Photography & Video: Advertising Photography, Studio Lighting, Video Editing & Post-production, E-commerce Product Photography.

Visual Arts & Illustration: Analog Illustration (Watercolor, Indian Ink), Pattern Design, Custom Textures & Backgrounds.

Photography & Visual Arts: Advertising Photography & Lighting, Analog Illustration (Watercolor, Indian Ink), Pattern Design & Custom Textures.

Languages: Spanish (Native), English (B2 - Upper Intermediate)

VOLUNTEERING & PROJECTS

Radiocat (Founder since 11/2013): Self-managed editorial project with international presence in art festivals and online sales.

*Instagram: [Link](#)

*Behance: [Link](#)

MetroApp: Final project for App Development Career focusing on urban mobility and real-time transit in Lima. Developed using React Native and SQL for data management

*GitHub MetroApp: [Link](#)