

Luzmila Quezada Pajares UX Designer · Product Design & UX Engineering

Location: Trujillo, Peru / Open to Relocation to Germany

Email: radiocat.fanzine@gmail.com | **Phone:** +51 934 654 911

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 workflow 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](#)