



# Carolina Figueroa

Web Designer | UX&UI

## Contact

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## Portfolio

[www.randomphenomena.com](http://www.randomphenomena.com)

## Skills & Tools

Figma | Illustrator | Photoshop | After Effects |  
Premiere | HTML | CSS | Prototyping | Slack |  
Wireframing | Interaction Design | Branding |  
Creativity | Communication skills | Proactive |  
Adaptability and Organization skills

## Languages

Spanish - Native

English - C2

## Education

### Master in Motion Graphics / Illustration

IDEP · Barcelona · 2020

### Master in Web Design

CIPSA · Barcelona · 2022

### UX/UI Bootcamp

OpenBootcamp · Barcelona · 2023

## Certifications

### Figma - essentials

Udemy

### UX design rules

Crehana

### Flat Design: Web design

Crehana

## About me

I am a Web Designer with passion for web composition, UX/UI, and motion graphics. Professional, detail-oriented, responsible, enthusiastic, and perfectionist. I have extensive experience in graphic design and web, creating digital layouts, templates, and UI elements for web projects, as well as designing interactive user-centered designs.

With expertise in Adobe Creative Suite, particularly Figma, and a strong understanding of HTML5/CSS, I have successfully executed web design projects for various clients.

As a professional, I am hardworking, enthusiastic, solution-oriented, curious, and fast-learning. I am also passionate about web design trends, technology, and innovation. I am eager to collaborate with creative, hardworking, and inspiring individuals who share my passion for web design and digital innovation.

## Work experience

### Graphic designer • Anchovy (9h)

Digital agency

07/2023 - 09/2023 • Malta, Remote

- Collaborated with the design team to create innovative and visually appealing content for diverse stakeholders, including social media posts, animations, and reels.

### Web Designer • Drinks&co (Pernod Ricard )

Wine and spirits ecommerce

01/2020 - 02/2023 • Barcelona, Spain

- Contributed to design team by crafting daily graphics for newsletters, web banners, and landing pages.
- Enhanced mobile and dark mode friendliness of newsletter templates to improve user experience.
- Collaborated closely with marketing to design visuals for social media ads aligned with strategic goals.

### UI designer • UZZEE Project

2020 - remote

- Contributed to an app project focused on assisting students in quickly locating classrooms within the University.
- Led design efforts, handling tasks such as prototyping, sign-in and route UI creation, and conceptualizing color schemes and icons for improved visual aesthetics and functionality.

### Graphic Designer • American Flyers

U.S.A Airline Pilot School - Latinamerican office

02/2018 - 02/2020 • Cochabamba, Bolivia - remote

- Developed visual guidelines for social media, creating captivating assets for newsletters and presentations.
- Led the redesign of informative materials, ensuring design alignment with goals.
- Collaborated closely with both Bolivian marketing team and U.S.A. office to maintain consistency and effectiveness across designs.

### Graphic Designer • Digital Consulting Group

Digital Marketing Agency

08/2016 - 08/2019 • Cochabamba, Bolivia

- Developed visual guidelines for social media and created captivating assets for newsletters and presentations.