

# Ximena Vila Ferral

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## Web & Product Designer

*¡Hola! I'm Ximena (He-Men-Ah),* a bilingual, adaptable designer with over eight years of experience in graphic and web design who is looking for a new opportunity as a product designer. My combined experience in design and development encourages effective collaboration, ensuring designs are usable, aesthetically pleasing, technically feasible, and accessible. I believe early and ongoing communication with all stakeholders is vital to delivering the best possible solutions and results. I aim to create designs that serve the user and contribute to the business and project's success.

## Experience

### Web & Graphic Designer

**Freelance** – March 2015 - Present

- Design & build websites for various clients and some print projects.

### Brand & Product Designer

**The Astro Technology Company** – January 2023 - June 2023

- Expanded the redesigned brand to establish a cohesive digital presence.
- Designed social media and blog graphics to expand our brand awareness.
- Ensured Astro's website offered the experience our users needed and designed additional mini-sites for the different initiatives in our ecosystem.
- Led the creation of a design documentation process, including design briefs and design request templates, to ease collaboration with other teams.

### Web Designer & Developer

**University of Texas at San Antonio** – March 2021 - December 2022

- Spearheaded the initiative to develop a comprehensive Design System for the university to guide the creation and evolution of a cohesive, accessible, user-friendly web experience that empowers teams across the organization to build their content and maintain our brand throughout.
- Upgraded key pages of the university website that unified and clarified our messaging and visual identity using the new and evolving system.
- Designed successful targeted campaign websites in a short time frame.
- Helped other departments design and create brand-compliant micro-sites to promote their initiatives.

### Production & Web Designer / Developer

**Benson Design Associates, Inc.** – August 2015 - March 2021

- Supported the efforts to transform from a branding agency into a modern web design-focused agency by staying current with best design and development practices to educate the team and improve our processes to sell, plan, design, prototype, develop, and launch web projects for our clients.
- Created, designed, built, planned, and produced a variety of print, branding, social media, and digital marketing projects.

## Education

### University of the Incarnate Word

**BFA in Graphic Design** | May 2015

