

Benito Anagua

UI/UX Designer

Product Designer

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Tarija, Bolivia

Work Experience

Freelance Designer

Technology Updates

Jan 2025 - Dec 2025

Worked as an independent designer on visual identity and digital design projects while specializing in artificial intelligence tools applied to design. Invested time in learning generative AI systems for visual asset creation, creative workflow optimization, and emerging design tools. Completed intensive technical English training reaching A2 level, significantly expanding professional capabilities in international contexts.

ITGroup Systems

Product Designer / UI Lead

Oct 2016 - Dec 2024

Defined visual guidelines, brand identity, and design strategy for digital products ensuring consistency. Designed and developed a complete design system in Figma with components and documentation that accelerated the design-development process. Created high-fidelity interactive prototypes to validate concepts, led Design Thinking workshops, and conducted user research to solve complex UX problems.

SSUT Tarija

UI/UX Designer

Nov 2023 - May 2024

Designed complete user experiences for Flutter mobile applications, from wireframes to final high-fidelity prototypes in Figma. Created user flows, journey maps, and information architecture to identify pain points and optimize the end-user experience. Developed a library of reusable UI components with detailed documentation, conducted iterative usability testing, and coordinated asset delivery and technical specifications to the development team.

UAJMS

UI/UX & Web Designer

Jul 2014 - Sep 2016

Designed user interfaces for institutional websites ensuring optimal accessibility and usability. Created wireframes, mockups, and visual prototypes with Photoshop and Illustrator, validating concepts before development. Managed content and optimized user experience in WordPress for high-traffic portals, developing visual style guides and digital communication pieces while maintaining consistency in visual identity.

GRAPHICART

Web / Graphic Designer

Oct 2011 - Jun 2014

Conceptualized and designed intuitive web interfaces for corporate sites and commercial applications, optimized for conversion and engagement. Developed complete brand identities including logos, color palettes, and corporate stationery. Designed digital advertising material applying responsive design principles for different devices, collaborating closely with clients to translate business needs into effective visual solutions.

EL NACIONAL

Web Designer

Mar 2008 - Sep 2011

Managed visual design, layout, and content updates for the digital newspaper's institutional web portal. Created advertising banners, graphic pieces for digital campaigns, and web-optimized newsletters. Edited and optimized digital images with Photoshop to improve loading performance, maintaining the newspaper's visual identity and ensuring aesthetic coherence across all platforms.

Professional Profile

UI/UX Designer and Product Designer with 18 years of experience creating user-centered digital experiences. Specialized in intuitive interface design, scalable design systems, and high-fidelity interactive prototyping. Expert in modern design tools including Figma, Affinity (Canva), and Adobe Creative Suite for professional and collaborative production. Experience translating business needs into effective visual solutions that improve usability and user satisfaction in web and mobile projects.

Technical Skills

Design:

Figma, Affinity (Canva), Adobe XD, Sketch, Wireframing, Interactive Prototyping, Design Systems.

Visual:

Photoshop, Illustrator, InDesign, Color Theory, Typography, Visual Composition.

Web:

HTML5, CSS3, Svelte, Vue.js, JavaScript, Responsive Design.

Methodology:

Design Thinking, Scrum, User Research, Information Architecture, Usability Testing.

Education

Bachelor's Degree in Computer Engineering:

Universidad Autónoma Juan Misael Saracho | 2012

Funval Internacional:

Inglés – A2 | 2025