



Professional profile

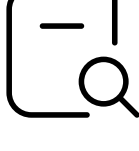
I am an interdisciplinary professional with **more than 15 years of experience** in the design of digital platforms. I have the knowledge and skills to execute and lead projects from the initial stages of analysis and research, to their publication and follow-up. I have worked on projects for leading companies in Costa Rica and the region and created digital ventures as part of my startup Pixlab.

These are the **main soft-skills** that make me stand out:

- Leadership and Mentoring
- Organization and planning
- Clear and effective communication
- Interdisciplinary collaboration
- Critical thinking
- Goal orientation
- Decision making
- Adaptability and versatility
- Empathy with users and stakeholders



Knowledge and skills



Research

I apply user-centered research methodologies to identify needs and optimize experiences, aligning them with business objectives and technical specifications.

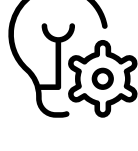
- Design Thinking
- User Personas
- Stakeholders / User Interviews - Surveys
- User Journey / Empathy / Experience Maps
- Data / Statistics Analysis



Design

I develop high-quality visual design solutions based on research, standards and trends to ensure a flawless user experience aligned with strategic objectives.

- Heuristic Analysis / Evaluation
- Information Architecture - User Flows
- User Interface - Wireframes - Prototypes
- Usability Testing
- Design Systems / Libraries / Principles



Management

I lead teams and projects, aligning objectives and optimizing processes to obtain effective results, maximize team potential and ensure product excellence.

- Lean UX - Agile Methodologies
- Coaching / Mentoring
- Workshops - Learning Facilitation
- UX Roadmaps - Strategy
- DesignOps



Work experience

I started my professional career in 2008 as a web designer at a digital agency, where I had the opportunity to create websites for leading companies in Costa Rica. In 2011, I joined the digital design department of one of the country's leading media companies, where I assumed leadership until 2019. In this position, I was responsible for the design of all of the company's digital platforms. **Since 2020, I have worked as a UX/UI Specialist and Consultant** on high-impact projects for nationally and internationally recognized companies. In addition, I have been a **university professor** at the most important design university in the region and, as a **digital entrepreneur**, I have created platforms that have reached thousands of people.

Information Technology Support

Online Games Platform

Responsible for the Design System, design and redesign of the company's digital products.

- November 2021 - Present
- UX/UI Specialist (Full Time)

Pixlab

Startup

Digital entrepreneur, creator of platforms such as Quiziz and iSchool; responsible for design and development projects for clients such as UACA, Universidad Latina and Coopeservidores.

- September 2015 - Present
- Founder / CEO (Self-employed)

Buzz

Advertising Agency

Consultant in charge of leading website redesign projects for agency clients such as Touristin, Lynk & Co and PROCOMER.

- October 2022 - October 2024
- UX/UI Consultant (Freelance Professional)

UtilizeCore

Facility Management Software

Responsible for improving the user experience of key functionalities of the UtilizeCore SaaS platform.

- March 2021 - October 2021
- UX/UI Consultant (Freelance Professional)

LCI Véritas

Leading University in Design, Technology and Business

Professor of the Bachelor's degree in Design and Visual Communication, thesis and conceptualization jury for the UX/UI Specialization.

- January 2015 - August 2020
- University Professor (Part-time)

Grupo Nación

Corporate Media Conglomerate

Team leader in charge of the design and management of all the company's mobile applications and websites, development of interactive applications, editorial and commercial digital content, and visual identity for social networks.

- September 2011 - March 2019
- Digital Editor (Full Time)

ULACIT

Latin American University of Science and Technology

Professor of digital design and development courses.

- May 2015 - December 2015
- University Professor (Part-time)

Novaq

Digital Agency

Designer in charge of the Teletica-Cabletica account and website design and development projects for the company's clients such as ULACIT, FIFCO, Chamber of Commerce, among others.

- March 2009 - September 2011
- Digital Designer (Full-time)

CTI Comunicación

Communication Agency

Designer of corporate communication campaigns, magazines and graphic material for companies such as Dos Pinos, Del Monte, Hortifruti, Walmart, among others.

- January 2008 - March 2009
- Graphic Designer (Full-Time)



Academic titles and recognitions

In 2009 I graduated with a **degree in Design and Visual Communication from LCI Universidad Véritas**. In 2011 I began a **degree in Advertising at Universidad Latina de Costa Rica**. I have also taken complementary courses in leadership, project management and web development. I have a diploma in conversational English from the Instituto Tecnológico de Costa Rica. As part of my startup Pixlab, **I have participated and been a finalist in entrepreneurship competitions**. I have also been a speaker at various conferences on entrepreneurship, design, technology and innovation.

LCI Véritas

Bachelor's Degree in Advertising Design

- January 2005 - December 2008
- University Career

Universidad Latina de Costa Rica

Bachelor of Advertising

- January 2011 - December 2014 (To be completed, 90%)
- University Career

Grupo Nación

Training in Leadership, Project Management and Web Development

- January 2012 - December 2016
- Corporate Courses

Tecnológico de Costa Rica

Diploma in Conversational English (Proficiency 85%)

- January 2001 - July 2003
- Language Course

DeMentes by TD+

Semifinalist, iSchool platform

- November 2019
- Entrepreneurship Competition

Seedstars by PROCOMER

Finalist, Quizizz app

- September 2017
- Entrepreneurship Competition

Yo Emprendedor

Finalist, Quizizz app

- November 2016
- Entrepreneurship Competition

Éxito by Open English

Winner, Quizizz app

- July 2016
- Entrepreneurship Seminar



Professional references and projects

Throughout my career, I've had the opportunity to collaborate with **top-tier professionals and clients from leading companies** who can attest to the quality of my work. Here are some of them and the projects we worked on together:



Promotora de Comercio Exterior de Costa Rica

Organization website redesign projects

- April - October 2024
- Andrés Martín  
CEO, Buzz  
+506.88931526



Interaction Agency

Website redesign

- November 2023 - August 2024
- Erick Apuy  
CEO, Interaction  
+506.88389929



Lynk & Co

Website design

- May - July 2024
- Oscar Brenes  
CTO, Buzz  
+81.8091963097



Coopeservidores

Design and development of Finantech platform

- August 2021 - August 2022
- María Elena Chávez  
Project Director, Cámara de Industrias de Costa Rica  
+506.87027788



UtilizeCore

Platform user experience improvement project

- March 2021 - October 2021
- Walter Briceño  
UX Research Manager, UtilizeCore  
+506.88013234



Universidad Autónoma de Centroamérica

Design and development of leads capture platform

- April - December 2020
- Sofía Orozco  
Digital Director, Mac Red Publicidad  
+506.72956989



Punto y Aparte

Design and development of web projects

- July 2016 - August 2022
- Yanancy Noguera  
Managing Director, Asociación Punto y Aparte  
+506.87059614



Grupo Nación

Subscription platform user experience design project

- January - December 2015
- Guillermo Naranjo  
Technical Lead, Intel Corporation  
+506.60435980