



## Contact

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## Skills

Figma

Adobe XD

User Research

Miro

Optimal

Design System

Prototyping

Responsive

Maze

Agile Methodology

Web Accessibility

Adobe Creative Suite

Art Direction

Branding

## Education

2025 — 2026 · Madrid

Master's in UX & Digital Data Analysis  
Universidad Carlos III

2012 — 2018 · El Salvador

Major in Graphic Design  
Universidad Dr. José Matías Delgado

## Certifications

Digital Marketing  
Google Skillshop

Postgraduate degree in Finance  
Universidad José Simeón Cañas

## Languages

Native Spanish

English Level Advanced

## Experience

### Squeaky Wheel Media

UX / UI Designer

Jun 2021 — Jun 2026 · New York, USA

- Led end-to-end product design projects by translating user research and complex user flows into high-fidelity responsive digital interfaces using Figma and Adobe XD.
- Development of design systems and component libraries.
- Accessible design under W3C / WCAG standards.
- Close collaboration with development teams.

### CenterCom Global BPO

Social Media Manager / UI Designer

Feb 2020 — Jun 2021 · Las Vegas, USA

- Crafted cohesive corporate identity and branding systems, ensuring a consistent visual narrative across all brand touchpoints.
- Defined audience targeting and executed tailored social media strategies to drive cross platform engagement and brand awareness.
- Multi-Platform optimized content design.
- Metrics analysis with Google Ads and Facebook.

### EMKT Company

Creative Director / UI Designer

May 2019 — Oct 2019 · El Salvador

- Conceptualized digital campaigns and prepared core assets for a seamless hand-off to the design team.
- Applied structured site frameworks and predefined user flows to map out and design an optimized website experience.

### Dive Digital Experience

Graphic Designer / UX UI

Mar 2018 — May 2019 · El Salvador

- UI design for web and brand activations.
- Graphic design for social media.
- Image retouching and editing.

### Leverans

Web / Editorial / Graphic Designer

Oct 2016 — Dec 2017 · El Salvador

- Responsive web interface design.
- Editorial design for magazines and brochures.
- Print file preparation.