



Andrea Villa

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UX/UI & Visual Designer

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Experience

- UX/UI Designer**
Whathecode
Guadalajara Jalisco
2023

In this role, I am responsible for designing interfaces for websites, mobile apps, CRMs, and ERPs, leveraging tools such as Figma, UXPin, and Jira for project management. I collaborate closely with the development team to ensure that the objectives outlined in user stories are met, aiming to deliver exceptional products tailored to each client's needs.
- UX/UI & Visual Designer**
Ludens
Hermosillo, Sonora
Freelance since 2022

Creating intuitive and visually appealing user experiences across digital platforms. I leverage my experience in user-centered design principles, wireframing, and prototyping to craft seamless task flows and interactive interfaces that captivate users and meet business objectives. Collaborating closely with cross-functional teams, I translate user requirements into design specifications.
- Multimedia Designer and Marketing Assistant**
Didcom
Hermosillo, Sonora
2021 — 2022

Video production and editing, graphic design for mobile applications and web projects, product photography.
- Video Editor**
Ciudad Obregón, Sonora, MEX.
2019-2023

Video editing, post-production, and animation for a digital marketing agency, as a freelancer.
- Intern UX/UI Designer**
Mawe Technologies
Ciudad Obregón, Sonora, MEX.
2018 - 2020

Worked along with developers and product to create task flows and wireframes specifying detailed user experience, behavior and content.

Education

La Salle University Multimedia Engineering Obregón, Sonora, MEX August 2014 — May 2019	UX Student of Excellence (UX team Nearsoft) Utilizing Design Systems, Interface Design, and Design Methodologies (Design Sprint).	Magic Guide to UX (Francisco Hernández) How to collaborate with developers, teamwork with developers, design techniques, and Lean philosophy.
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Tech skills

Figma	ERPs Design	Wireframing	Adobe Premiere	Microsoft Office
Uxpin	CRMs Design	Graphic Design	Adobe Illustrator	Jira
Helio	Mobile Design	Material Design	Adobe Photoshop	
Hotjar	Web Design	Adobe After Effects	Google suite	

Soft skills

Team work	Attention to detail	Time management
Problem Solving	Communication	
Organized	Adaptability	

Languages

Spanish (Native)
English (Advanced)