



# DIANA MÁRQUEZ

UX / UI / Graphic Designer

<https://dianaivmg8.wixstudio.io/uxui>

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## PROFESSIONAL PROFILE

Hi, I'm a graphic designer with experience in user-centered design, interface design, and design systems. My background includes digital graphic design, content creation for social networks, and marketing for small and medium-sized companies across diverse industries.

I focus on providing graphic and functional solutions to users' needs, understanding them through research and empathy. I'm particularly interested in projects related to technology, VR, XR, AI, aiming to improve people's lives.

## EDUCATION

### INTERACTION DESIGN FOUNDATION

May 2024 - Present

- How to design for augmented and virtual reality
- AI for designers
- UX design for augmented reality
- UX design for virtual reality

### IRONHACK BOOTCAMP

Aug 2021 - Oct 2021 / 9 weeks full time  
UX/UI Designer

### UAM AZCAPOTZALCO (CDMX)

Sep 2013 - Apr 2018

Graphic communication designer.  
Theme of the graduation project:  
Catalog of street artists in Mexico City

### UNIVERSIDAD DEL BÍO BÍO (CHILE)

Jul 2016 - Dec 2016

Graphic designer (student exchange)

## SKILLS

- Design thinking, Agile, Scrum
- Figma and Adobe XD
- Adobe Creative Suite (Ps, Ai, Ae)
- Chat GPT, Gemini, IA, XR
- Jira, Gather
  
- Empathize
- Leadership
- Teamwork

## LANGUAGES

ENGLISH

Intermediate (B2)

FRENCH

Beginner (A1)

## WORK EXPERIENCE

### UPAX / UX UI DESIGNER - BUSINESS DEVELOPER MANAGER

May 2022 - May 2024

- I improved various modules (social network, chat, etc.) for the “Zeus” app used by Salinas Group, collaborating with development teams for iOS, Android, and web using agile methodology. I designed and prototyped in Figma, including modules for the web administrator to sell Zeus to other companies.
- I conducted various research studies using design thinking methodology, Maze, FigJam, and other tools to improve current products and develop new business proposals.
- As BDM, I led the application projects “Somos grandes” and “Italika.” I understood the stakeholders and project needs, planned the roadmap, communicated to my UX/UI design team, ideated new solutions, and delivered resources to the development team every sprint.

### UXIFY / UX UI DESIGNER

August 2023 - December 2023

- I proposed the design of the brand and the design system for a new website for the company "Propiamente", utilizing the design thinking methodology. This involved conducting research, collecting data, and presenting findings to stakeholders, working in FigJam and prototyping in Figma.

### TOTALPLAY / UX UI DESIGNER

December 2021 - May 2022

- I designed and executed multiple projects tailored to both internal and external company needs. These projects included developing a supplier settlements portal, automating an insurance portal, enhancing Totalplay's public portal, and proposing new application functionalities aligned with upcoming business models. My approach encompassed UX research, the Design Thinking Methodology, information architecture, along with practical application through wireframing and prototyping in Adobe XD.

### D3SCONOCIDOS / UX UI DESIGNER

August 2021 - December 2022

- I analyzed the company's former website, identifying multiple communication challenges regarding its objectives and the necessary actions for the platform. Subsequently, I redesigned the website's UI through comprehensive UX research, usability testing, wireframing, and prototyping in Figma.