

CATALINA GOMEZ

UX / UI DESIGN SPECIALIST

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As a recently graduated UX designer, I have gained hands-on experience across a wide range of projects, including designing a law firm website, redesigning elevator system software, and revamping a children's clothing e-commerce site. These experiences have sharpened my skills in user-centered research, wireframing, and prototyping, and reinforced my ability to create solutions that truly resonate with users.

Currently, I am further expanding my technical knowledge through a Master's in Information Systems Technologies, with a focus on IoT, AI, and their intersection with UX design. This program is equipping me with the tools to stay ahead of industry trends and adopt innovative technologies that enhance user-centered solutions.

I am passionate about designing inclusive, functional, and engaging user experiences. By applying design thinking methodologies, I ensure that every solution I develop is not only user-centric but also drives real business results. Proficient in tools like Figma, Adobe XD, Axure, and Illustrator, I thrive in collaborative team settings, consistently delivering polished, intuitive designs that elevate user satisfaction and contribute to business success.

Eager to leverage my unique blend of UX design expertise and technical knowledge, I am excited to create forward-thinking digital experiences that improve user interactions across various industries.

SKILLS & EXPERTISE

- Qualitative user research
- Creative thinking
- Detail-Oriented
- User Interaction Design
- Wireframing and Prototyping
- Storyteller
- Problem-solver
- Information Architecture (IA)
- Effective collaboration
- Project Management
- User Interface (UI) Design
- Proficient Communicator
- Design Systems
- Customer Journey Mapping
- Interaction Design
- Usability Testing

DESIGN TOOLS

- Figma
- WordPress
- JavaScript
- Adobe XD
- AXURE
- Illustrator
- InDesign
- Photoshop
- Mural
- Mailchimp
- Miro
- Procreate
- Balsamiq
- Videoleap
- Animate
- R

PROFESSIONAL EXPERIENCE

2024 - Present

UI/UX DESIGNER INTERN

SITE SERVICE SOFTWARE INC | CALIFORNIA (Remote)

- Redesigned the UI of a SaaS platform for an elevator maintenance company, improving usability and visual consistency.
- Developed a comprehensive design system, including color palettes, typography, button styles, and reusable UI components, establishing cohesive design patterns across the platform.
- Created interactive prototypes showcasing navigation flows, animations, and transitions to illustrate new features and product enhancements.
- Collaborated with developers and stakeholders to align design solutions with user needs, project goals, and technical requirements.
- Led usability testing sessions, gathering user feedback to refine designs and enhance the platform's overall effectiveness, resulting in a more user-centered experience.

2023 - 2024

UX DESIGNER - INTERN

ESEPULVEDA LAW | BOSTON

- Led user research initiatives at a legal firm, conducting surveys and interviews to identify client needs and address challenges related to complex legal information.
- Designed and implemented interactive educational tools on the website, including glossaries of legal terms, step-by-step guides, and interactive FAQs, improving accessibility and usability for clients.

- Revamped the firm’s website to enhance its online presence, introducing intuitive navigation, prominent call-to-action buttons, and engaging interactive features.
- Increased client engagement and streamlined access to resources, reinforcing the brand’s client-centered focus and commitment to accessibility.
- Developed an interactive digital handbook for the company’s intranet, streamlining the onboarding process and improving internal user experience.

2022-2023

MARKETING STRATEGIST

BROOKS LAW FIRM | BOSTON

- Conducted targeted market research and developed advertising campaigns that significantly expanded our reach and engagement within the Hispanic community. As a result of these efforts, we experienced a 15% growth in Hispanic clientele within a year.
- Managed the firm's YouTube channel, achieving 1000 subscribers within the first week through strategic SEO techniques.
- Crafted a weekly newsletter and digital marketing assets with targeted content themes, such as industry updates, and fostered new business by encouraging existing clients to refer new ones. This initiative resulted in a 15% increase in client engagement and a significant boost in business growth, underscoring the power of our user-centric approach in driving meaningful outcomes.

PRODUCT DESIGNER

PLUI | COLOMBIA

- Conducted observational studies to analyze user interactions with the e-commerce platform.
- Incorporating consumer insights and key performance indicators into the redesign process for a PLUI e-commerce to ensure alignment with user preferences and industry standards. Implemented design solutions, such as streamlining order processes for faster checkout, enhancing navigation intuitiveness for easier browsing, and improving visuals for a more engaging experience, resulting in a 20% increase in user ordering through the website.
- Led the entire product development process from idea generation to product launch for various items in the PLUI catalog. This included conducting thorough market research to spot emerging trends and consumer preferences, working closely with design and manufacturing teams to ensure products match the brand vision and quality standards, and using agile project management methods to improve workflows and meet deadlines. As a result, it introduced more than ten innovative products that met market demands, leading to growth and profitability for the brand.
- Strong knowledge of Ecommerce business and operations including: product data and catalog management, site content planning and execution, user experience, QA best practices and A/B testing

E D U C A T I O N

M.S in Information Systems Engineering and Management
HARRISBURG UNIVERSITY OF SCIENCE & TECHNOLOGY – USA

Research Study Design Certificate
CITI Program – Online learning

M.S in Human-Centered Interaction Design
HARRISBURG UNIVERSITY OF SCIENCE & TECHNOLOGY – USA

MicroMasters program in Digital Marketing
Edx/ CURTIN UNIVERSITY - Australia (online learning)

BS of Industrial Design
UNIVERSIDAD DE LOS ANDES – Colombia

Technical Studies in Environmental Engineering
UNIVERSIDAD ECCI - Colombia

Google UX Design Professional Certificate
(Online learning, currently in progress)

L A N G U A G E S

English

Spanish

R E F E R E N C E S

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