

MARÍA ESTELA LASA CAAMAÑO

UX/UI DESIGNER

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CV / Summary

Experienced UX/UI Designer with a strong background in creating user-centered, intuitive designs. Led UX projects across diverse industries, applying research-driven processes to enhance user experiences. Skilled in Figma, Adobe Suite, and UX methodologies, with a focus on utilizing AI tools and leading cross-functional teams.

EDUCATION

UX/UI DESIGNER BOOTCAMP
2022 | Upgrade Hub, Madrid

COURSE: INTRODUCTION IN USER EXPERIENCE AND INTERFACE (UX UI)
2020 | Uxer School, Madrid

MASTER'S DEGREE: EVENTS PRODUCTION, ORGANIZATION AND DESIGN
2016 - 2017 | Camilo José Cela University, Madrid

COURSE: 360 CREATIVITY
2015 | Brother Escuela de Creativos, Dominican Republic

DEGREE IN ADVERTISING AND COMMUNICATION
2009 - 2014 | APEC University, Dominican Republic

- 2013: Meritorious Student.
- 2012: Nominated for Best Student of the career.
- 2011: Nominated for Best Student of the career.

TOOLS

Design, Prototyping & Collaboration:

- Figma, Framer, Marvel, Protopie, Webflow
- Adobe Photoshop, Illustrator, Indesign
- Figjam, Miro, Draw.io

Others:

- Slack, Microsoft Office

LANGUAGES

Spanish: Native
English: B2
Portuguese: A1

EXPERIENCE

CO-FOUNDER & UX/UI DESIGNER

Jan 2023 - Present/ Lamont Programming, Remote

- Led the design and development of digital solutions for various clients, ensuring high-quality UX/UI processes.
- Managed all stages of the design process, from concept to deployment, delivering user-centered solutions that meet client objectives.

UX-UI TEAM LEADER

Dec 2023 - Jun 2024 | CO-UX (V Edition), Remote

- Led and collaborated with design teams, guiding them through various project stages including research, prototyping, and testing.
- Ensured design alignment with user needs and project goals, while managing cross-functional team collaboration.

UX-UI DESIGNER

Jul - Oct 2023 | CO-UX (IV Edition), Remote

- Participated in five collaborative projects, rotating through research, definition, ideation, prototyping, and testing phases.
- Awarded for Best Research in the IV Edition for contributions to user-centered design.

UX-UI DESIGNER

Oct 2022 - Mar 2023/ Serialify (Grupo Planeta), Remote

- Designed user interfaces for a storytelling platform, significantly improving user engagement and satisfaction.
- Collaborated with cross-functional teams to ensure alignment with business goals and technical requirements.

Other Experience (2013 - 2021)

Event Planner, Social Media Manager, Community Manager, MKT Manager, Real Estate Consultant

Various roles across marketing, event planning, and real estate sectors, developing skills in communication, project management, and team collaboration.

KEY SKILLS

- Collaboration & Team Leadership
- UX Research & User-Centered Design. Responsive UI Design
- Analytical Thinking & Problem Solving
- Agile Methodologies
- Adaptability & Proactivity
- Prototyping & Wireframing
- AI-Enhanced Design Processes
- Ability to work remotely and time management.